

1/69

FIG. 1

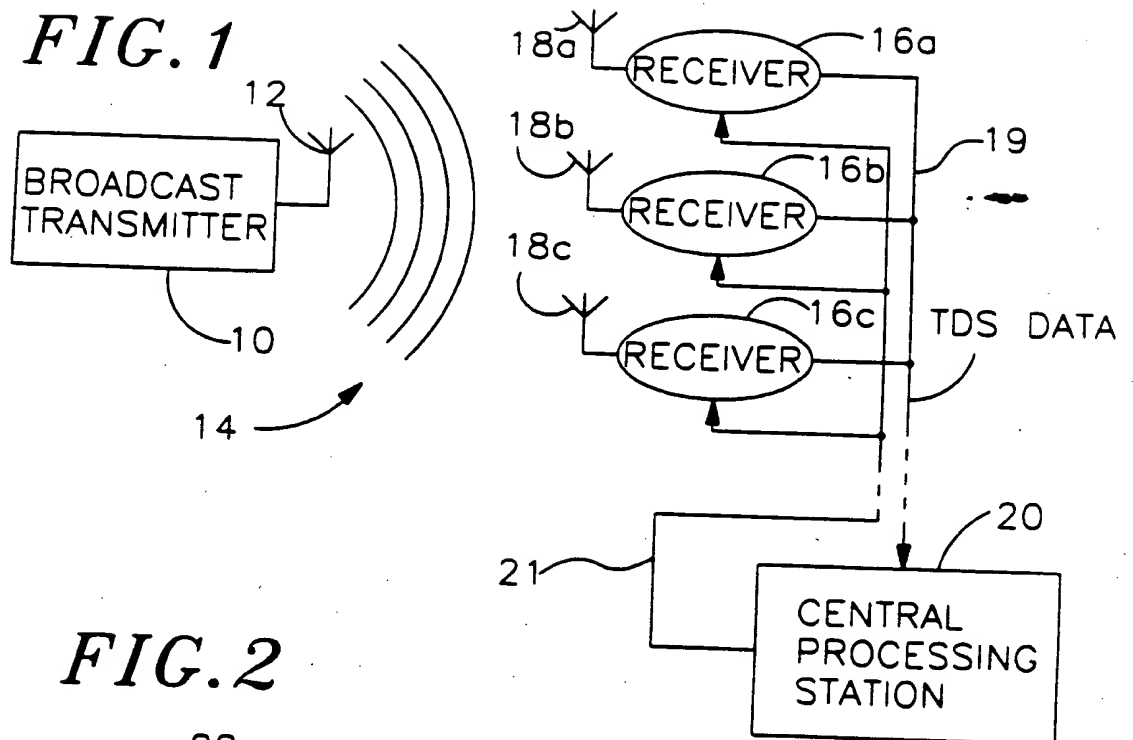
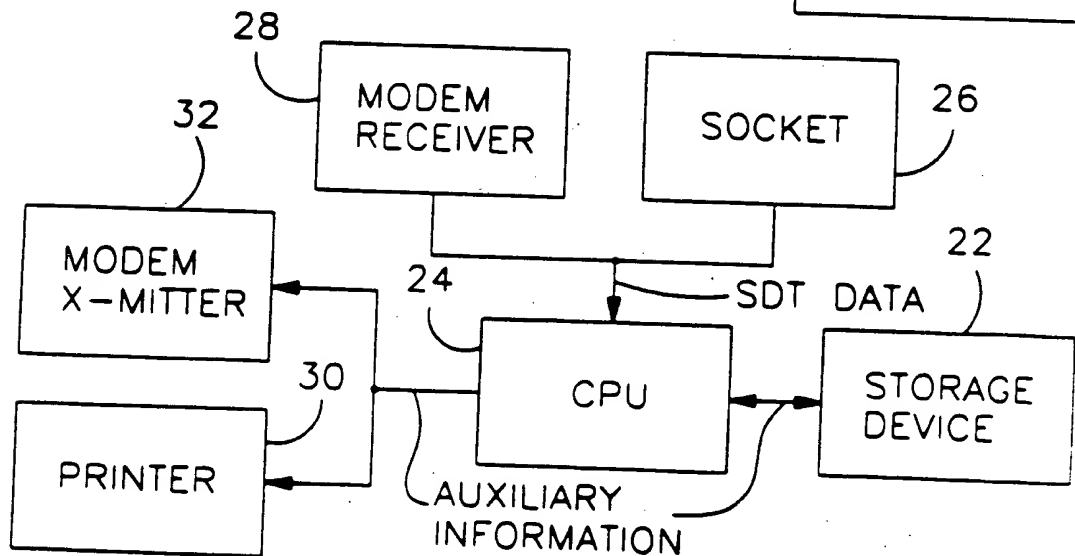
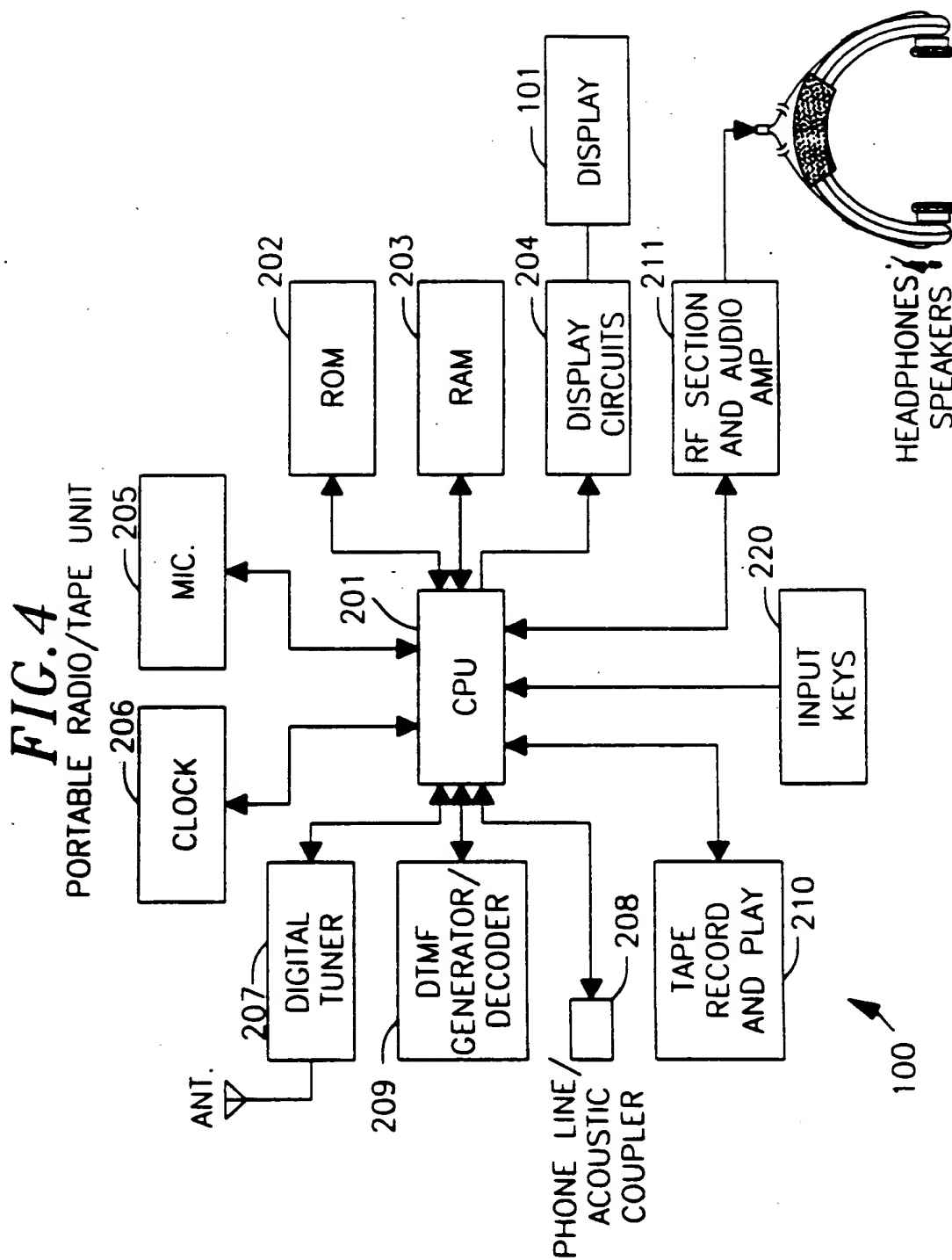


FIG. 2





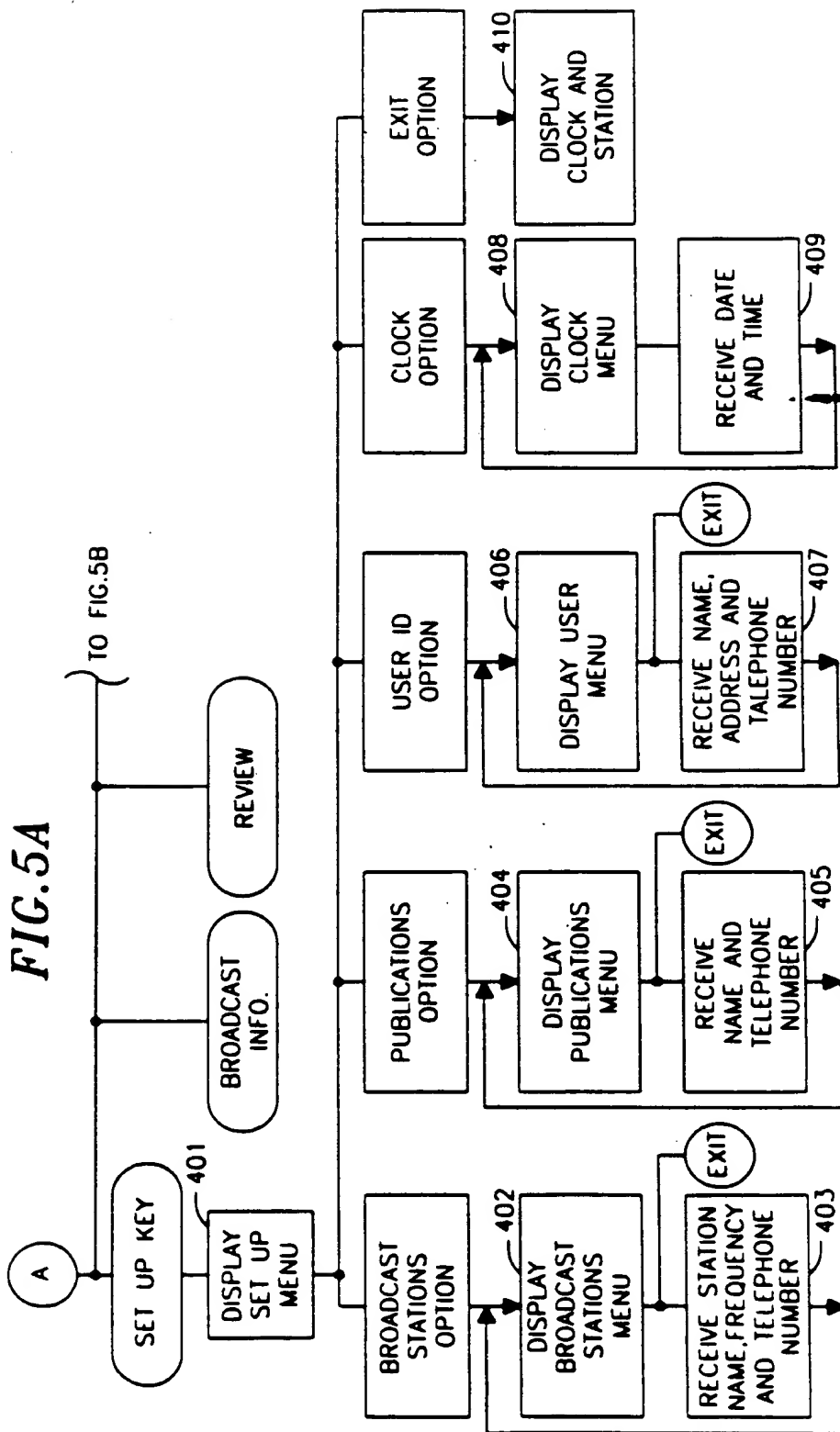


FIG. 5B

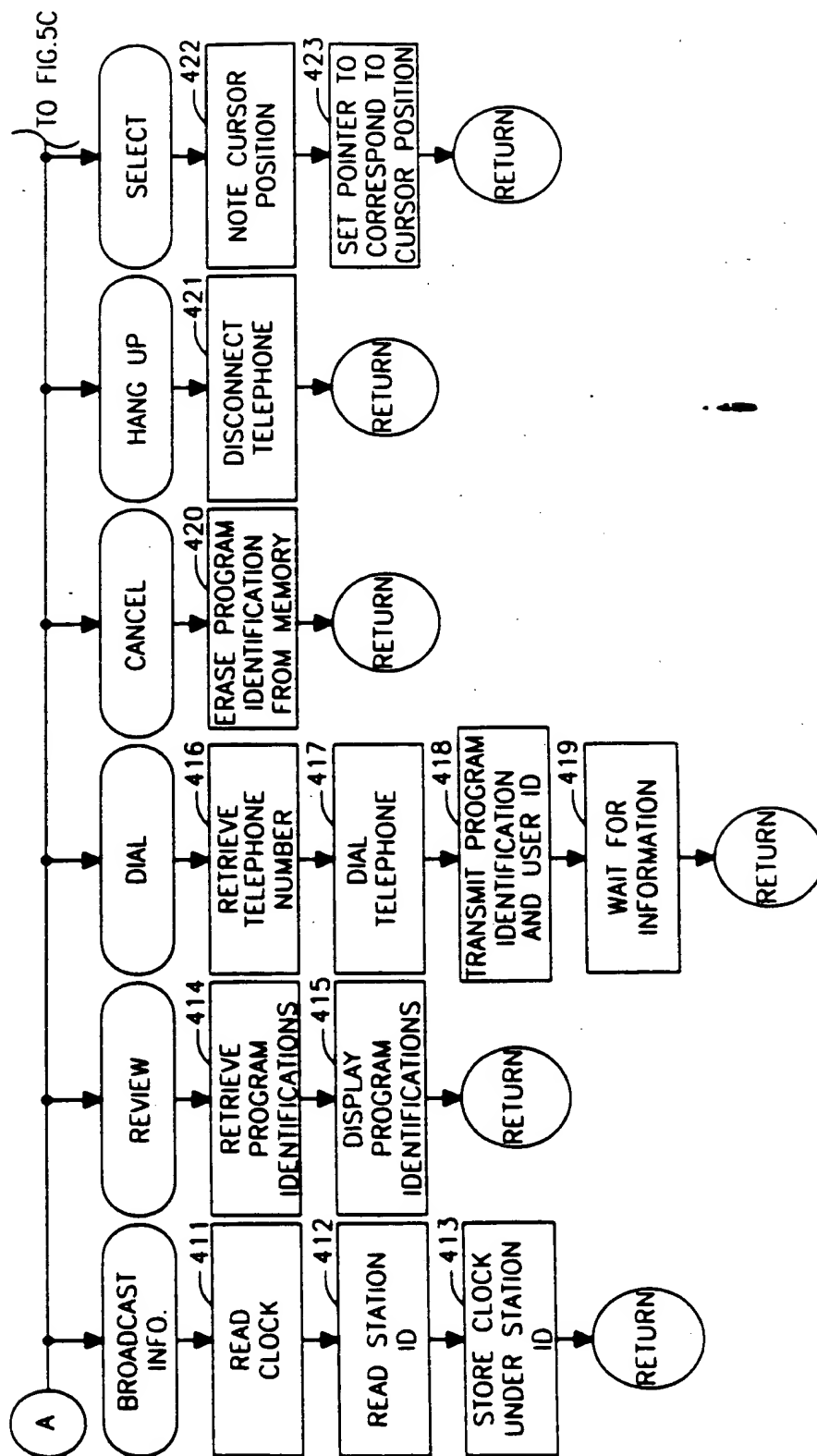
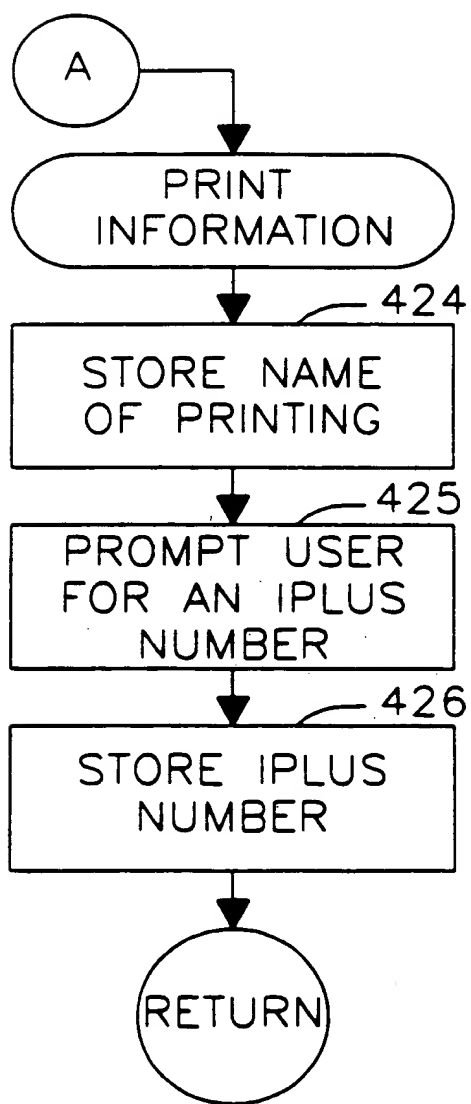


FIG. 5C

7/69

FIG. 6A

SET UP MENU	
1.	BROADCAST STATIONS
2.	PUBLICATIONS
3.	USER ID
4.	CLOCK
5.	EXIT

FIG. 6B

BROADCASTING STATIONS			
PRESET	NAME	NUMBER	TELEPHONE
1	KKGO	105.1	800-777-2211
2	KPTH	101.1	800-549-8765
3	TV	2	800-932-6789
EXIT			

FIG. 6C

PUBLICATIONS		
PRESET	NAME	TELEPHONE
1	LA TIMES	800-949-3256
2	TIME	800-437-5432
3	BARRONS	800-844-6514
EXIT		

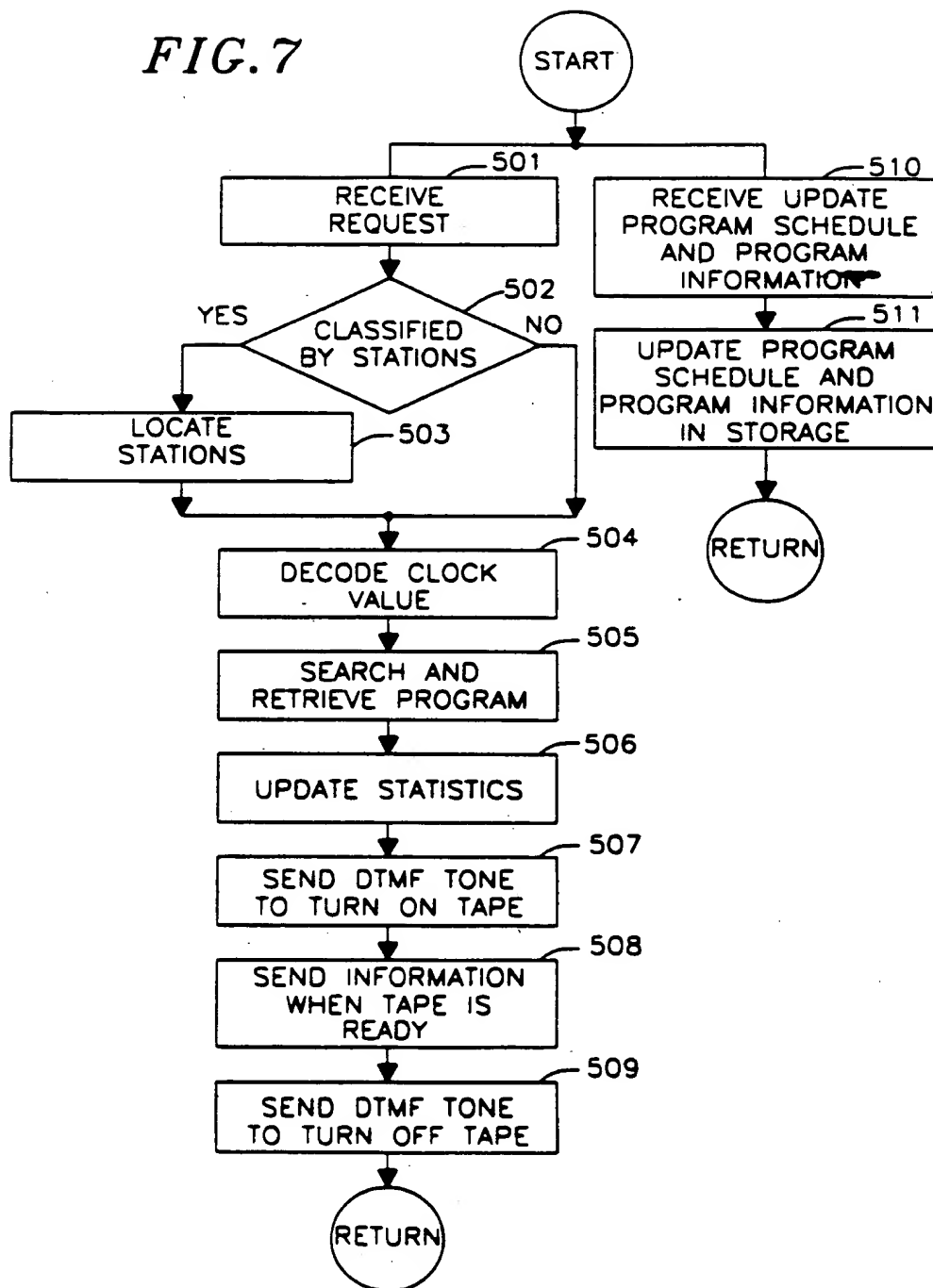
FIG. 6D

USER ID	
NAME:	_____
ADDRESS:	_____

TELEPHONE:	_____

8/69

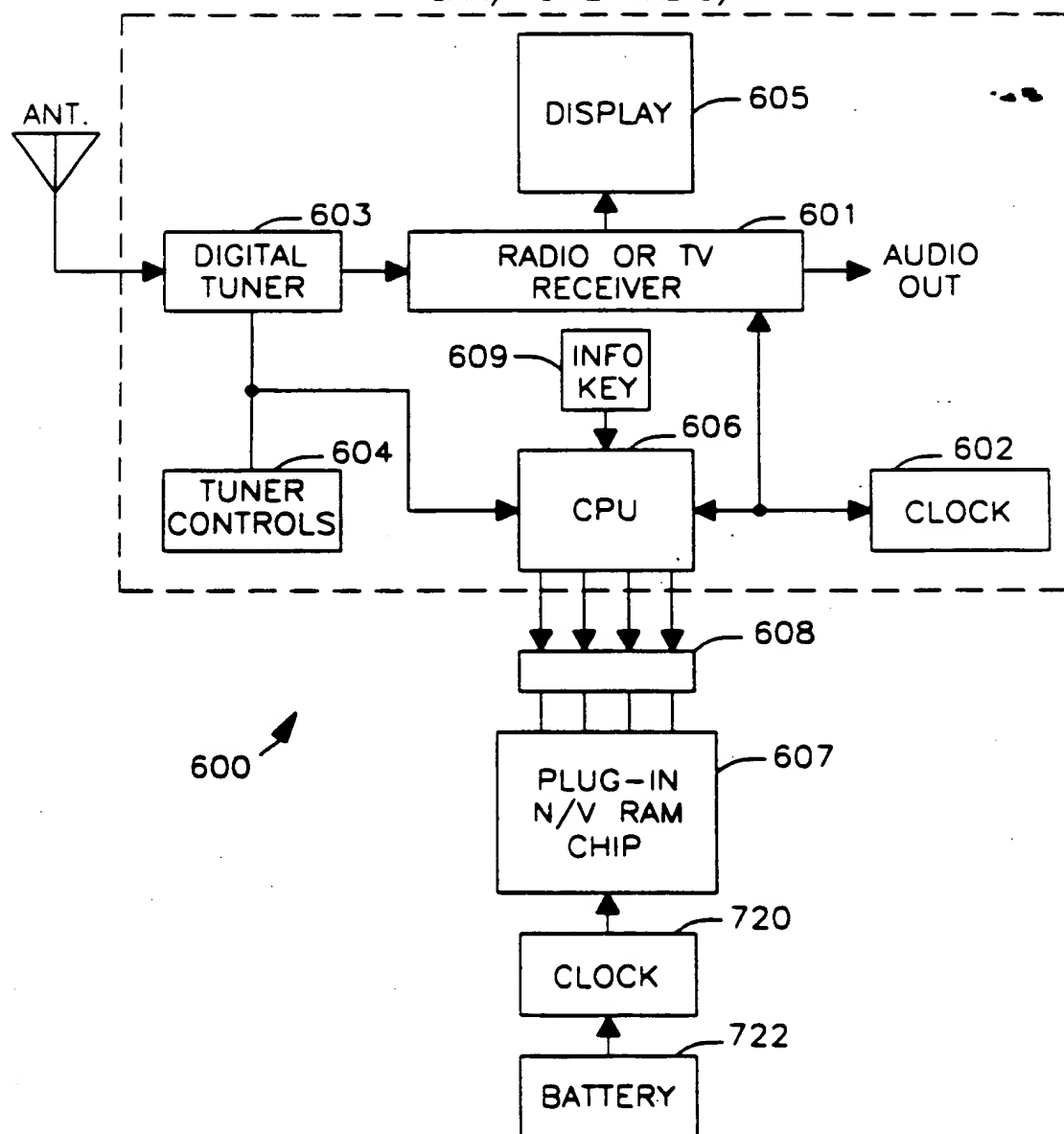
FIG. 7



9/69

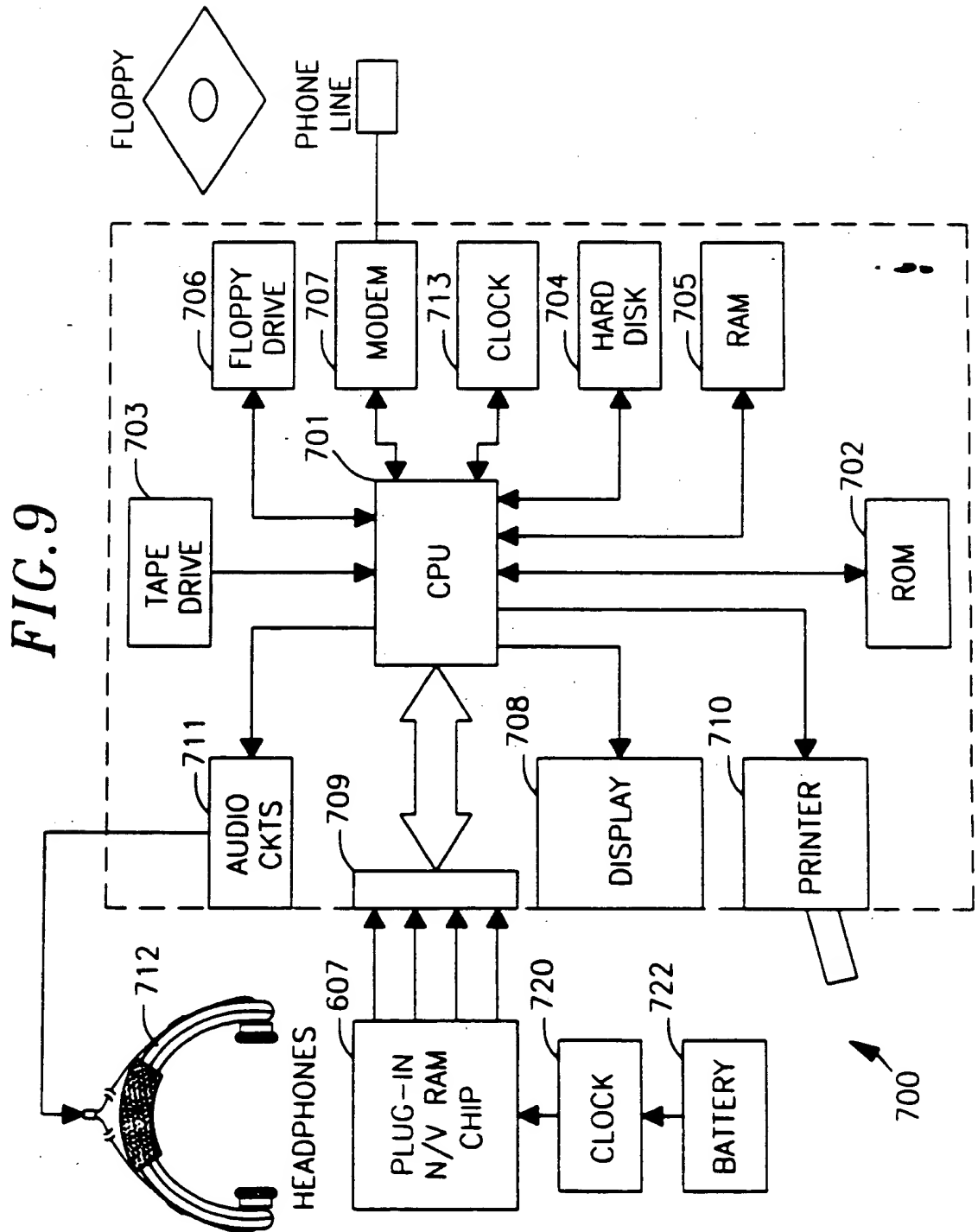
FIG. 8

CAR/HOME RADIO/TV



600 ↗

10/69



11/69

FIG. 10

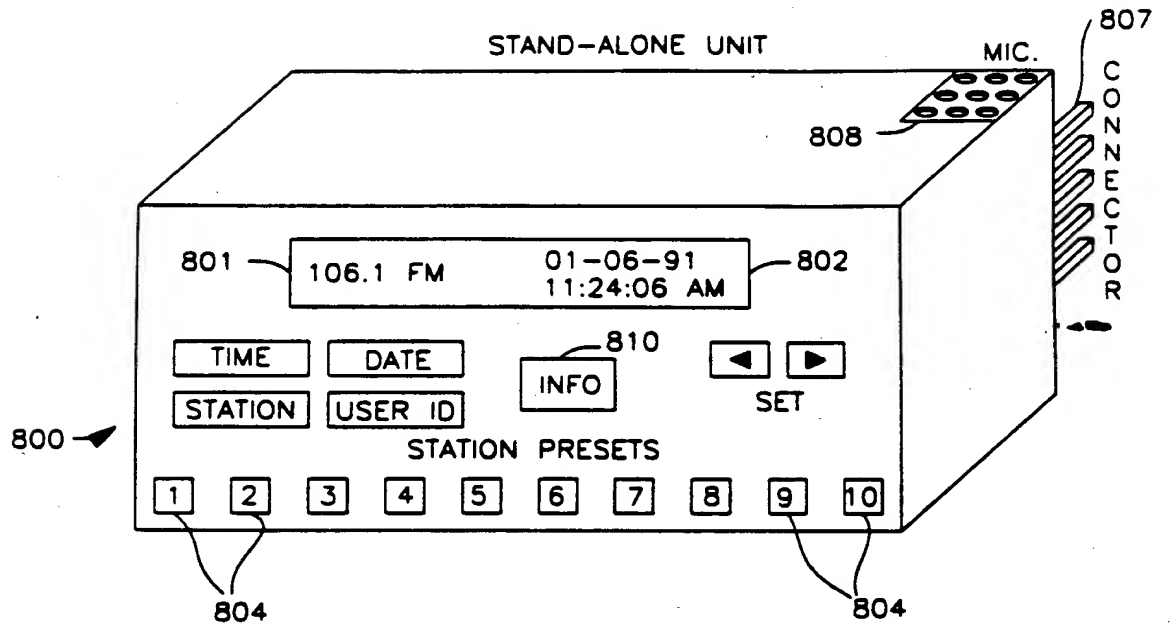
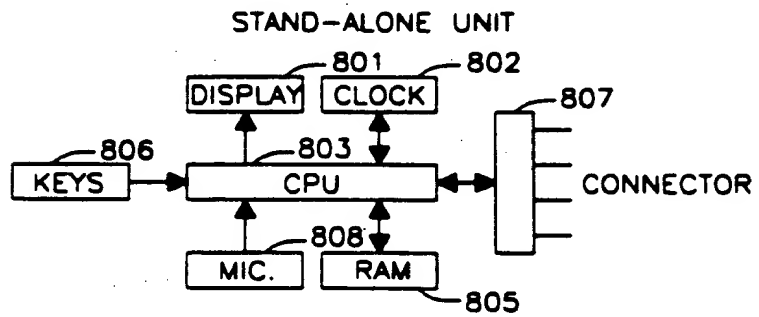
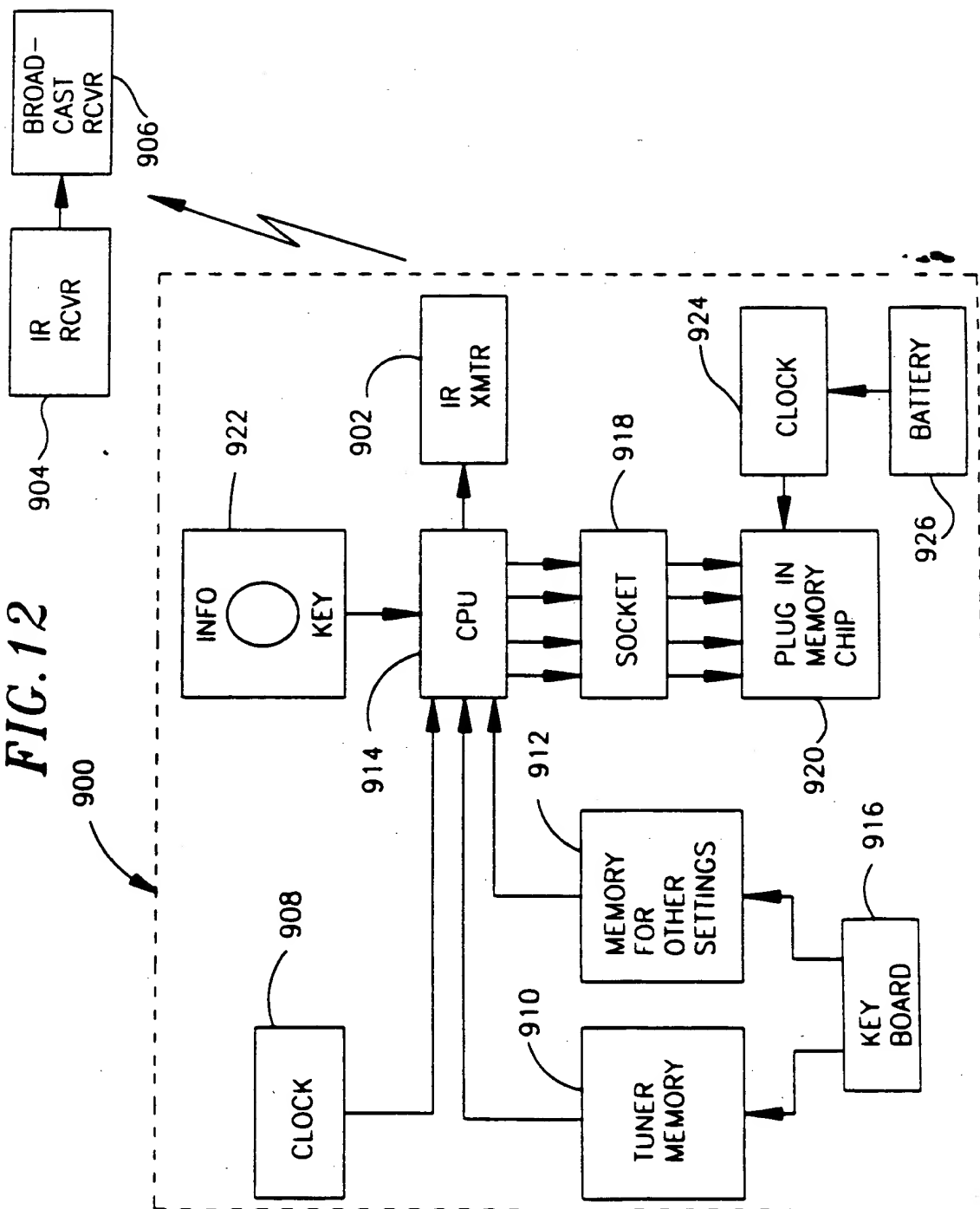


FIG. 11



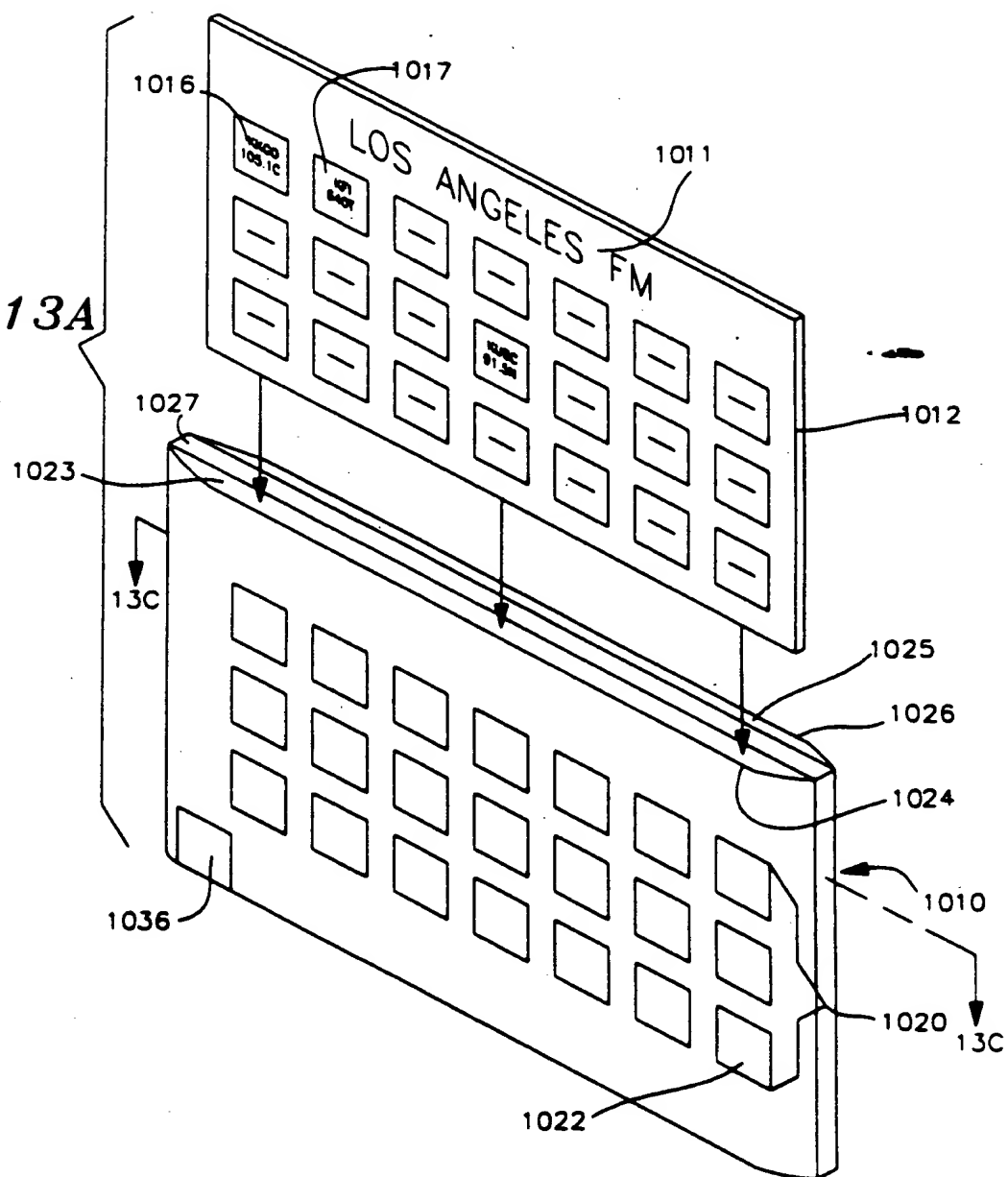
12/69

FIG. 12



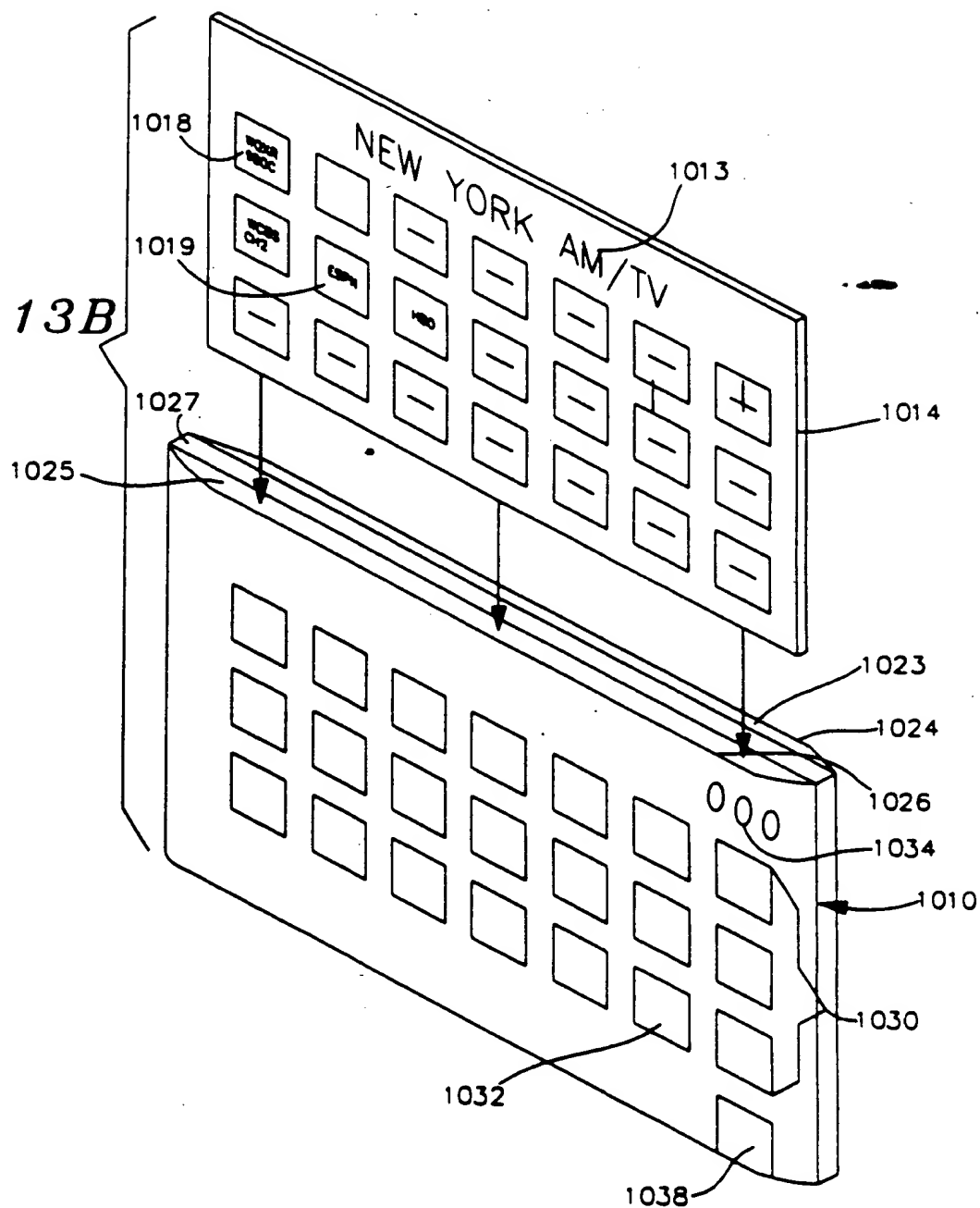
13/69

FIG. 13A



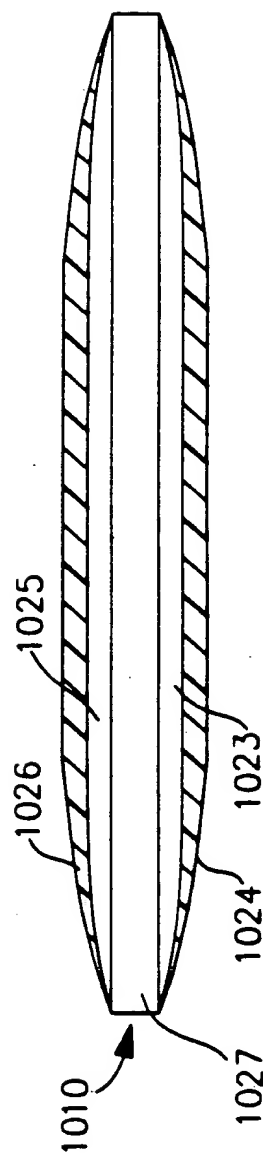
14/69

FIG. 13B



15/69

FIG. 13C



16/69

FIG. 14

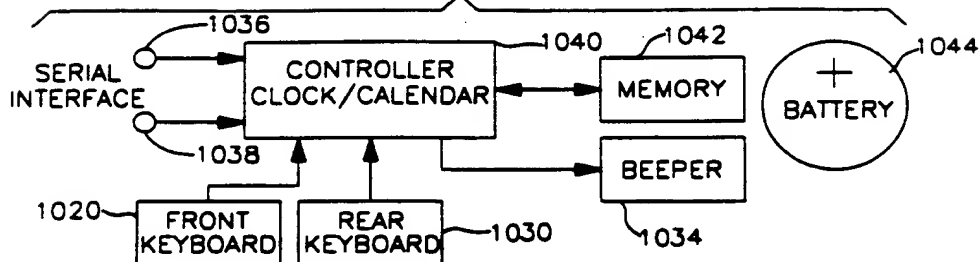
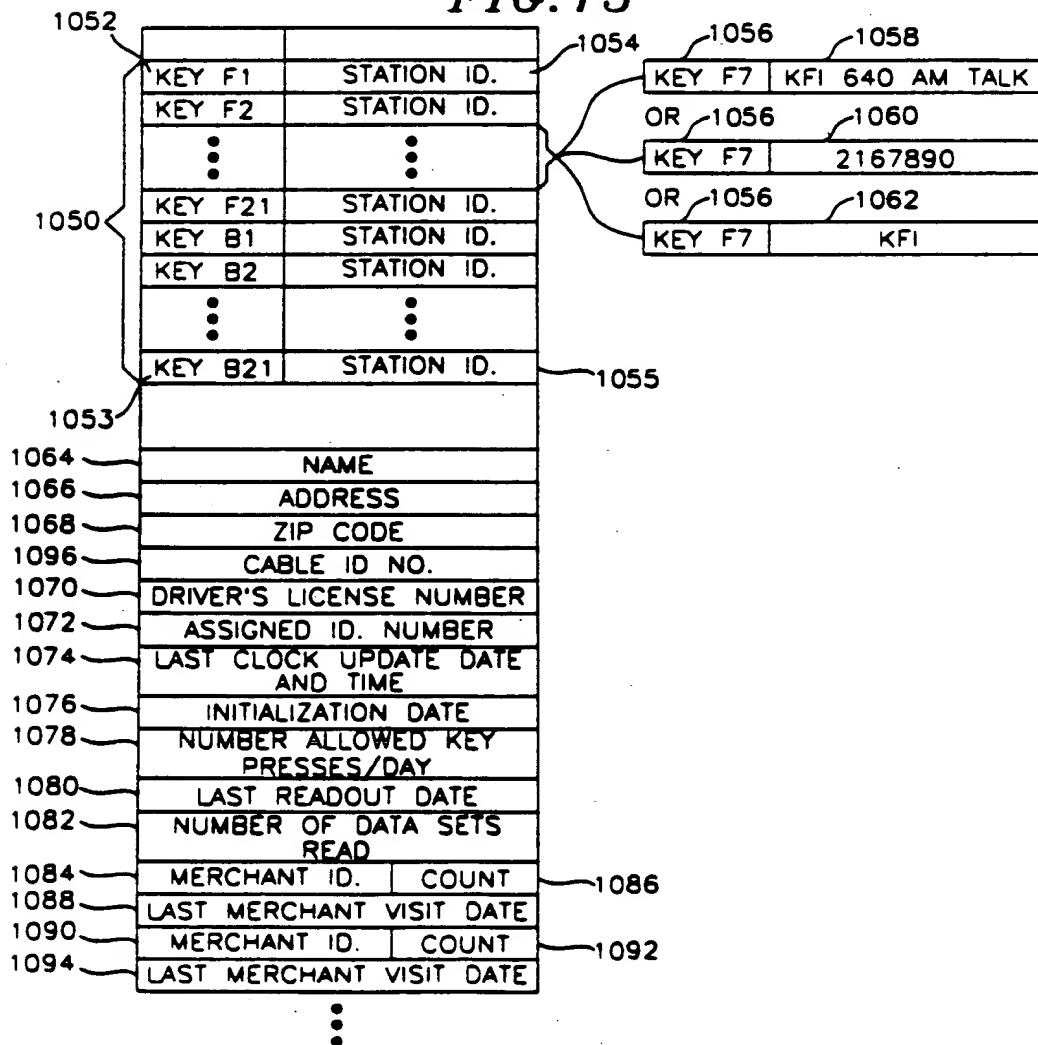
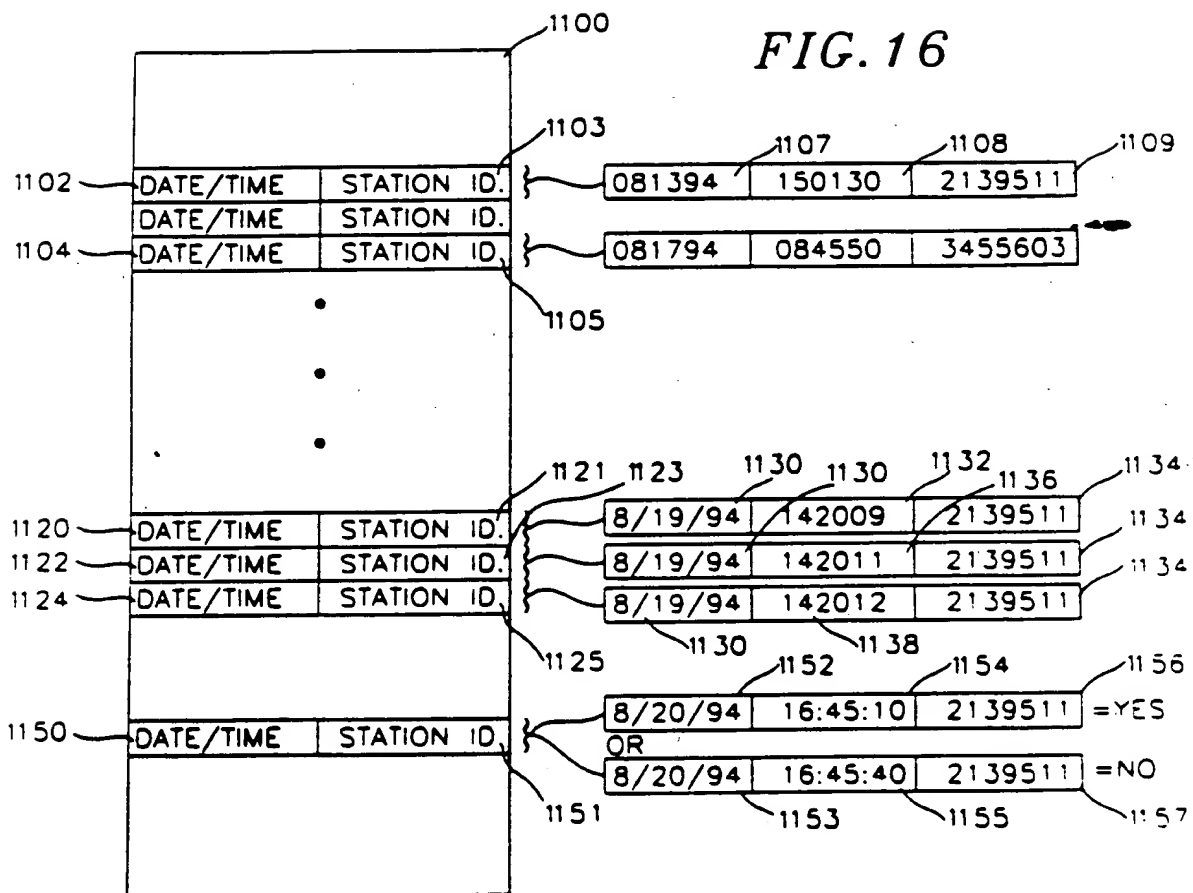


FIG. 15

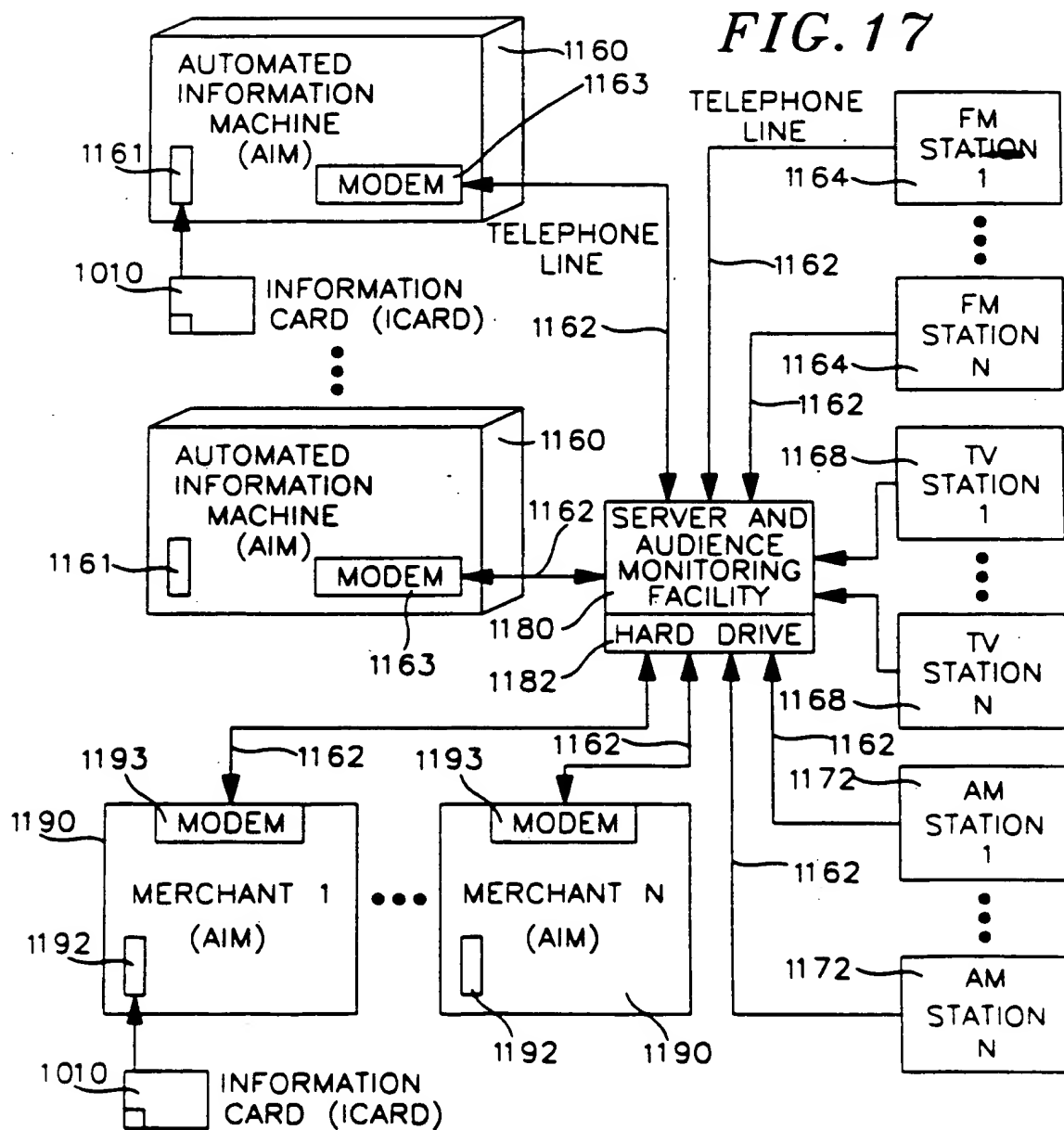


17/69

FIG. 16



18/69



19/69

FIG. 18

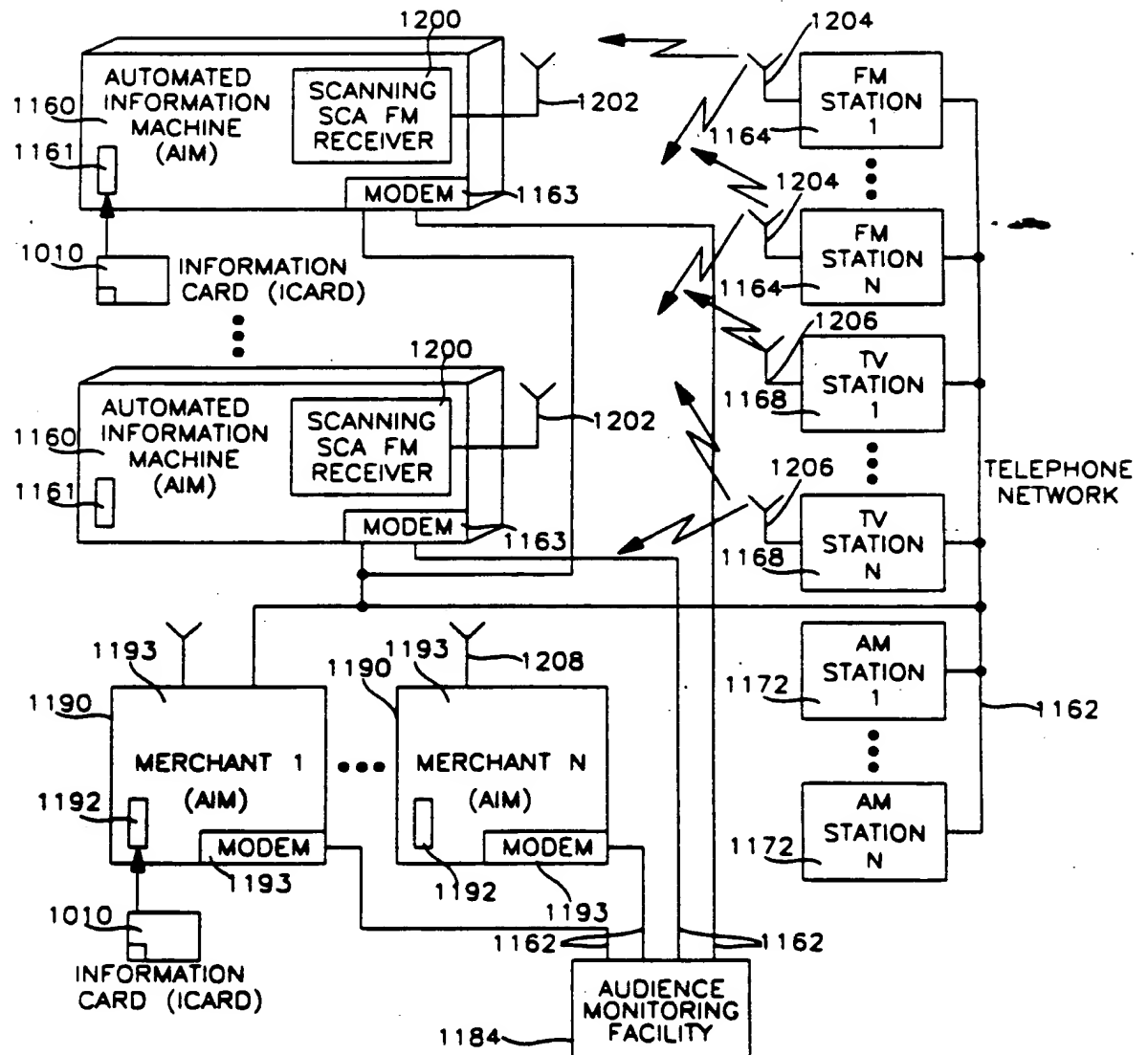


FIG. 19

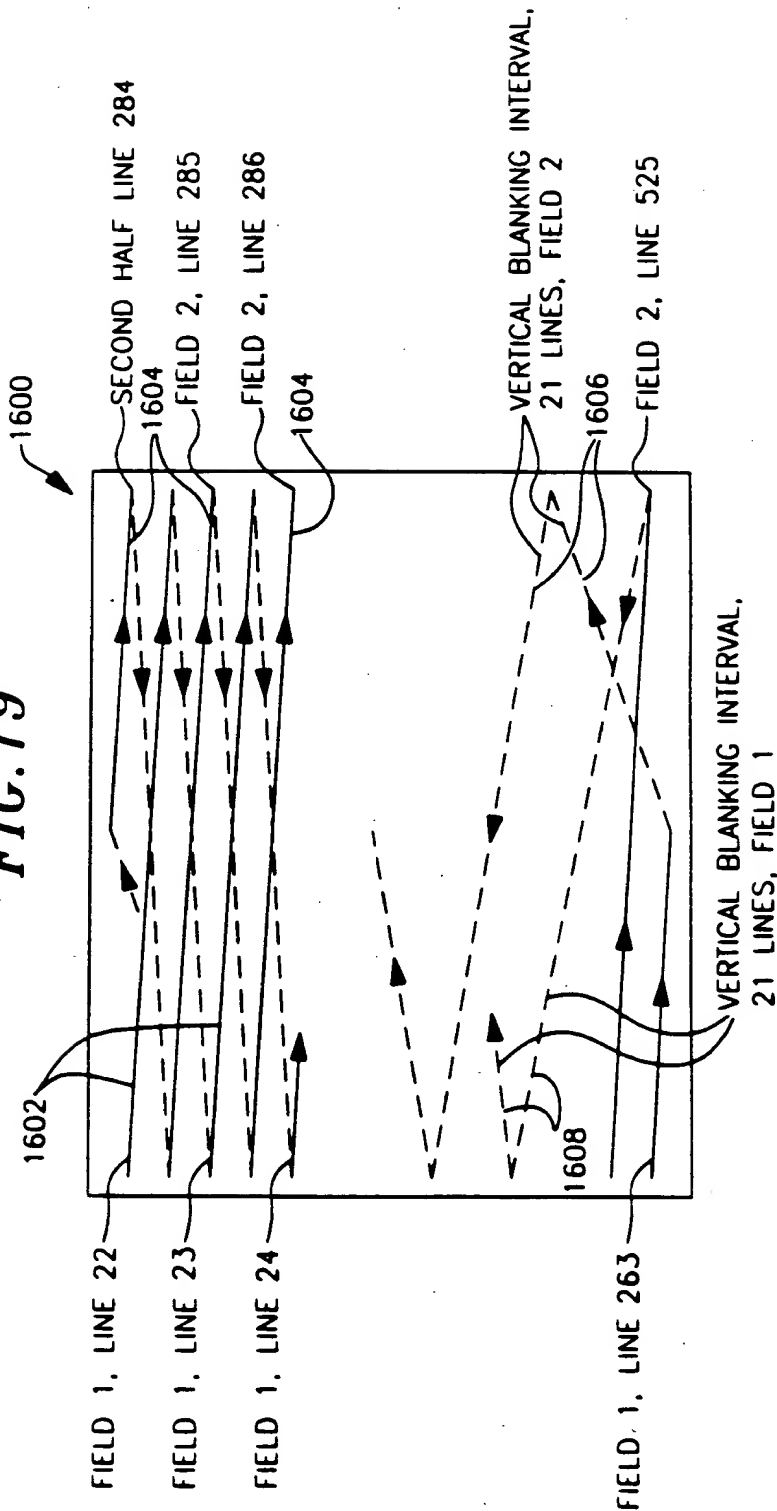


FIG. 20

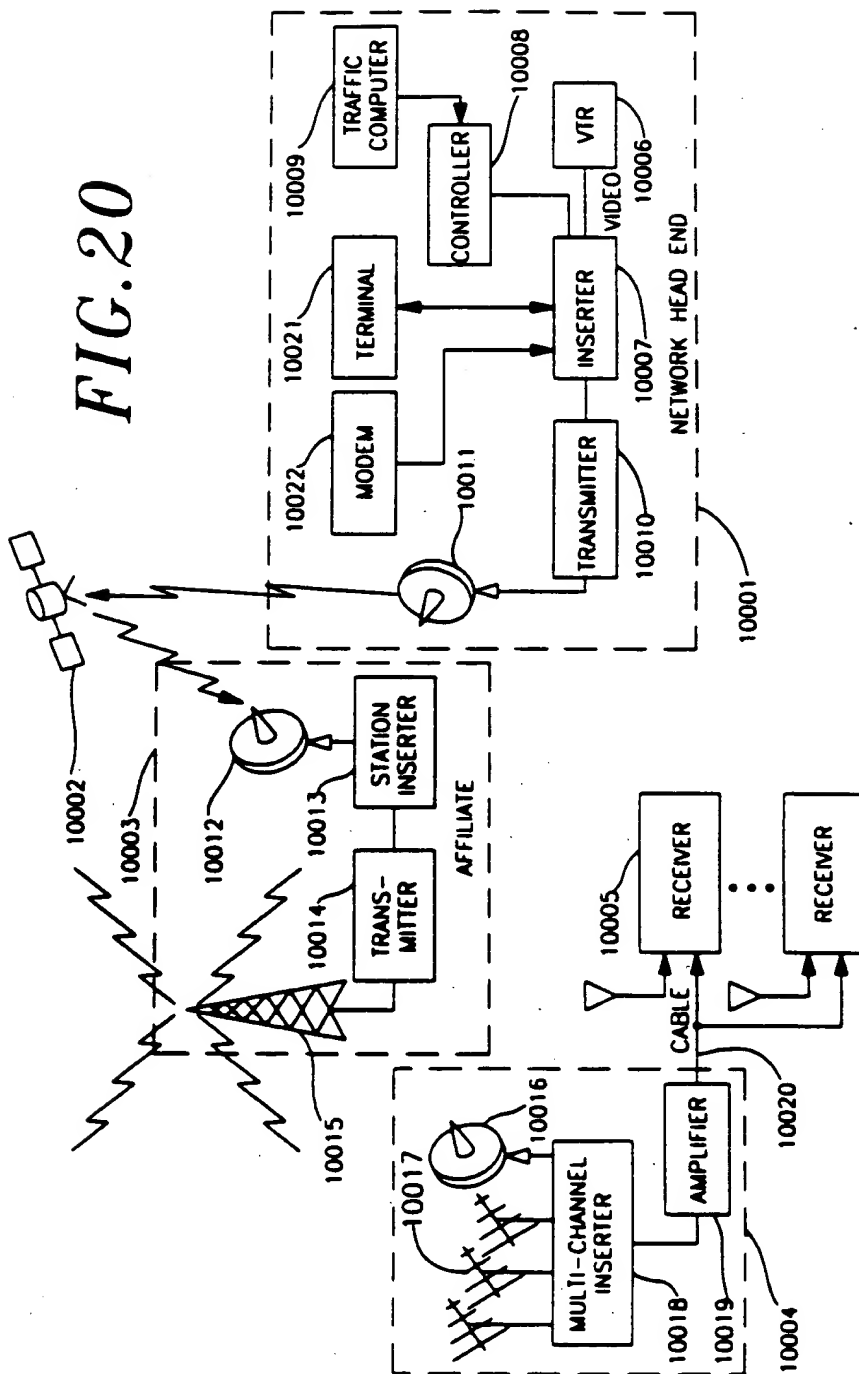


FIG. 21

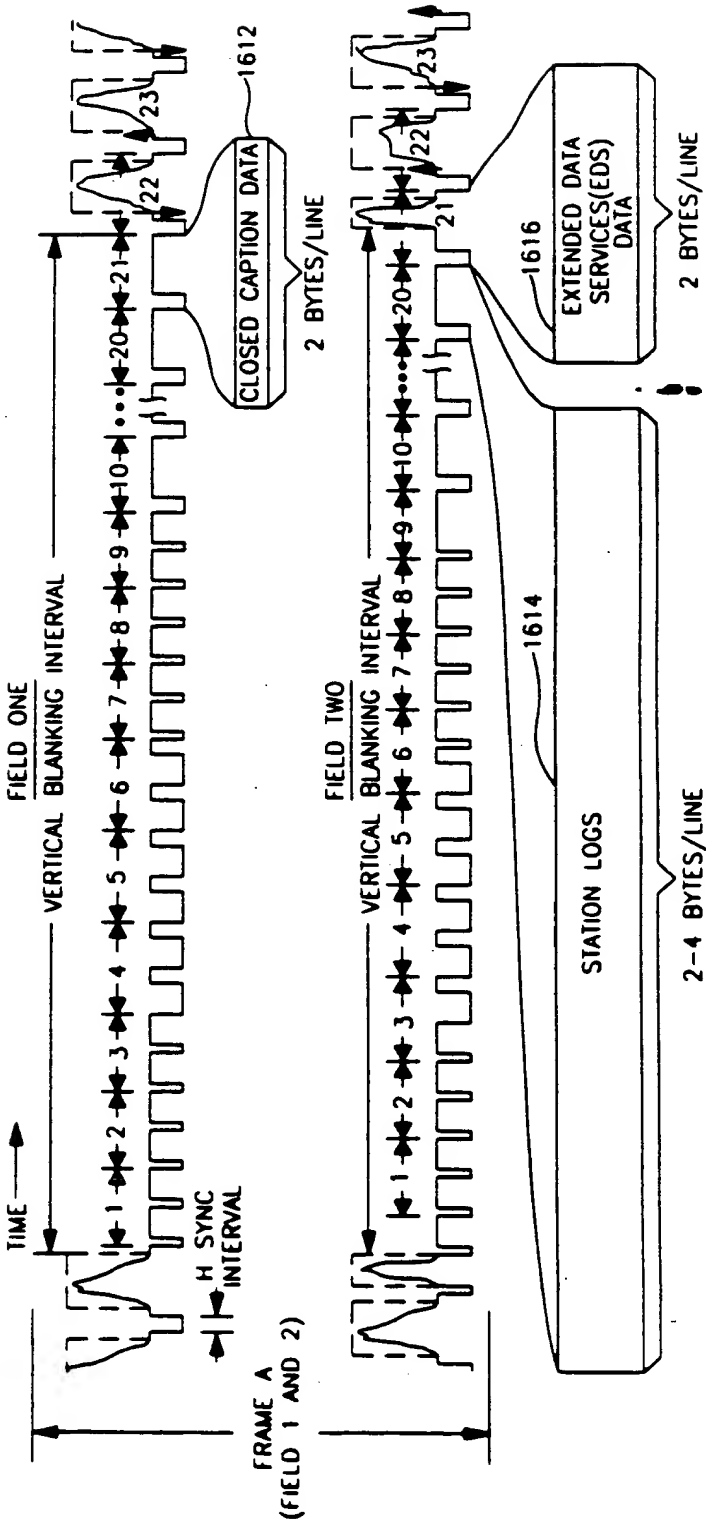
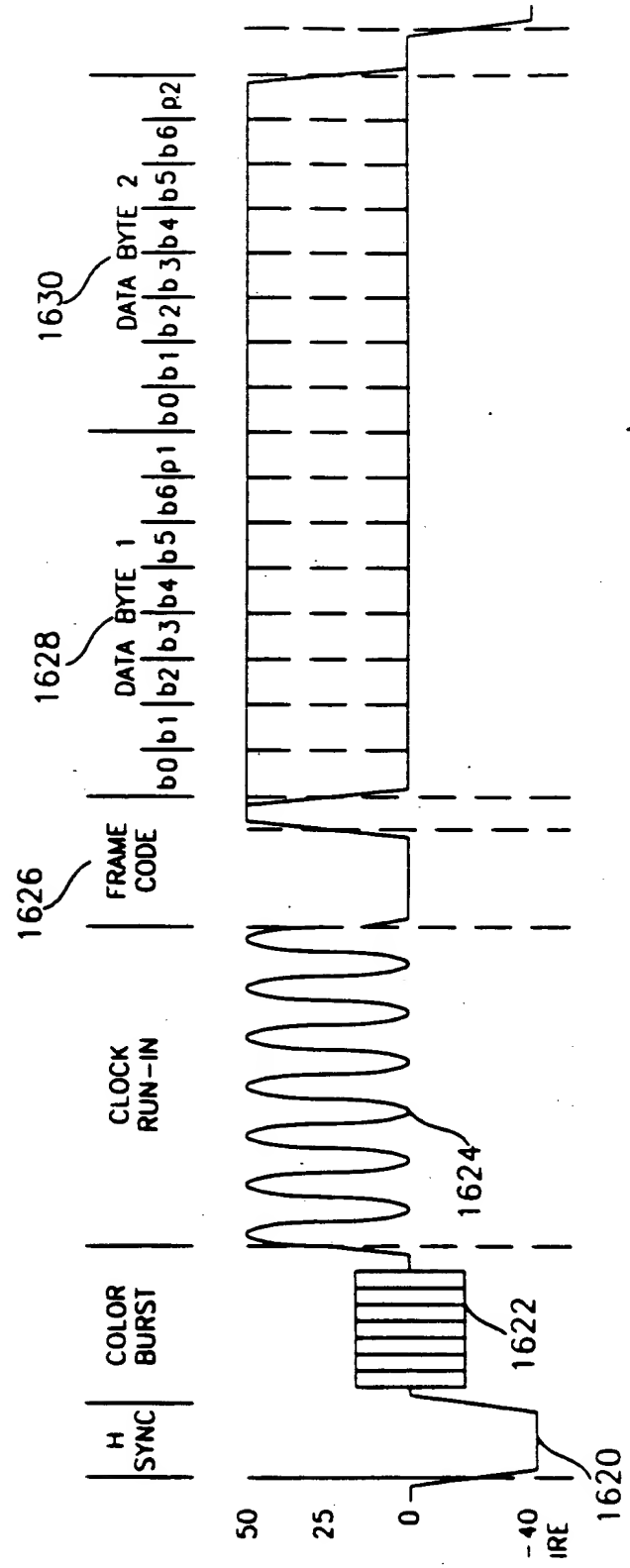
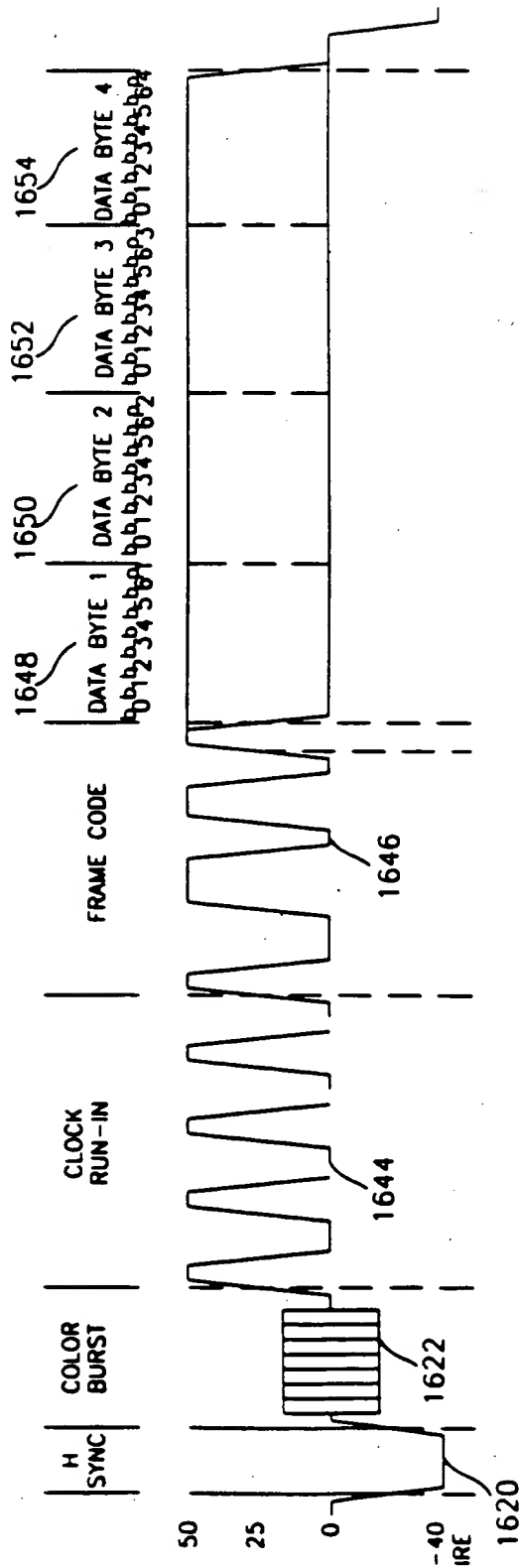


FIG. 22

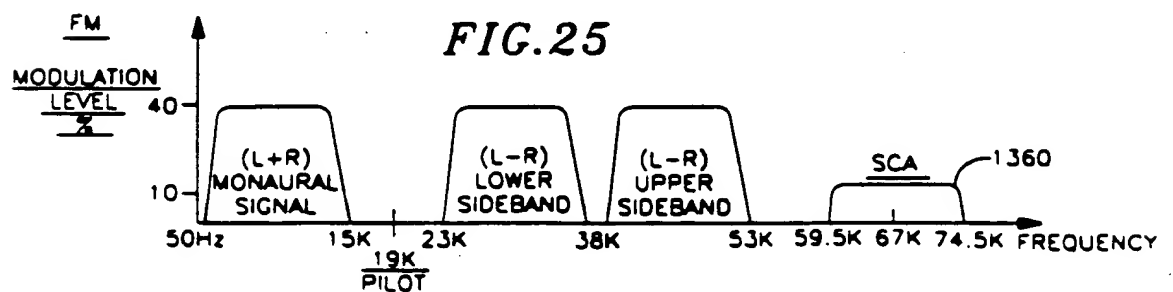
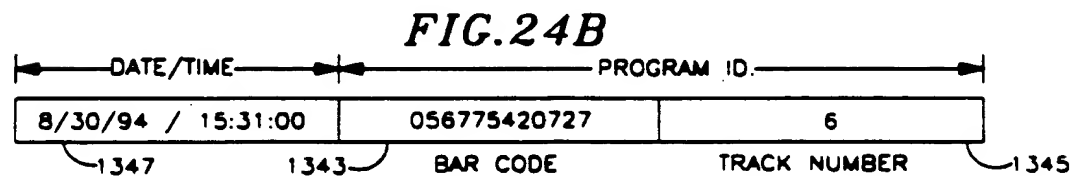
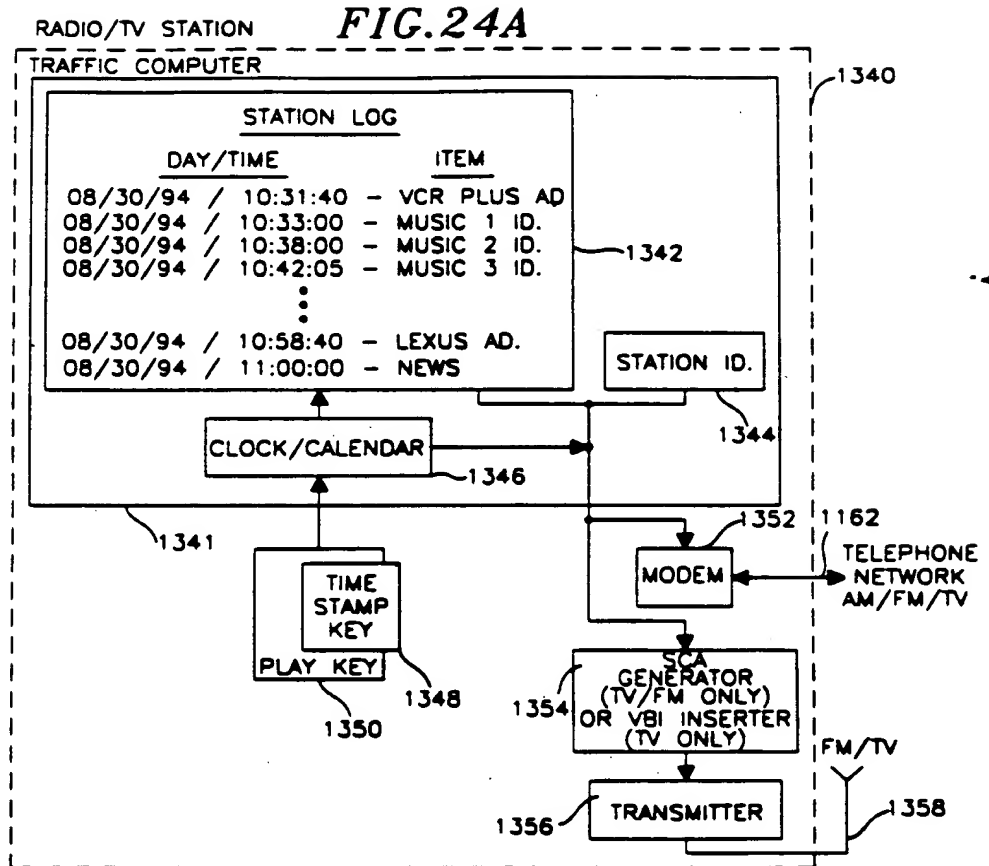


24/69

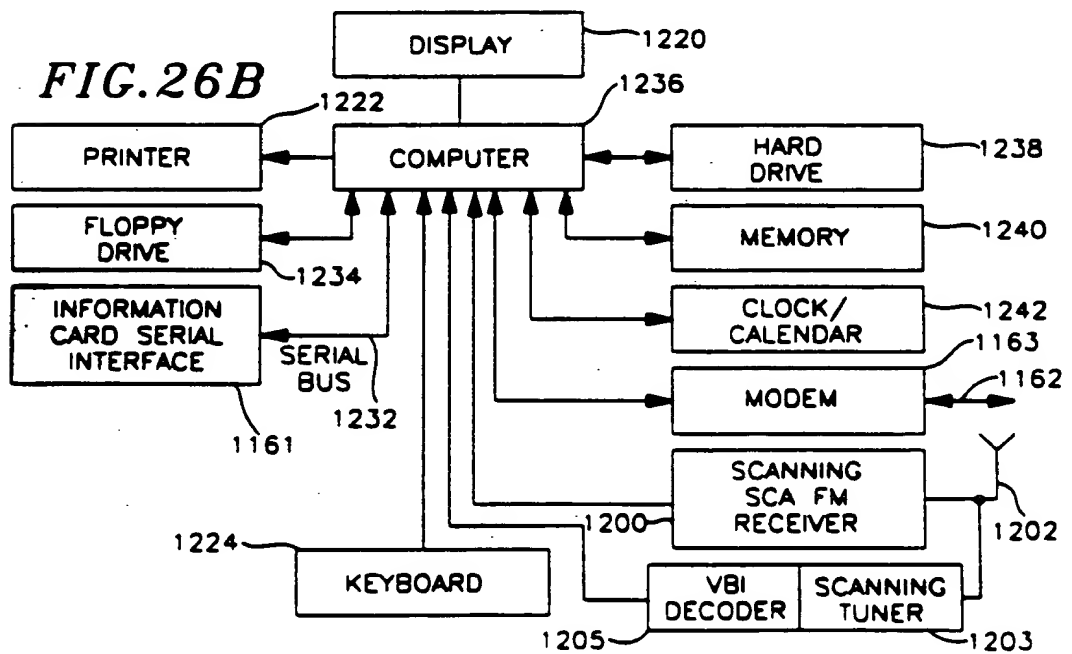
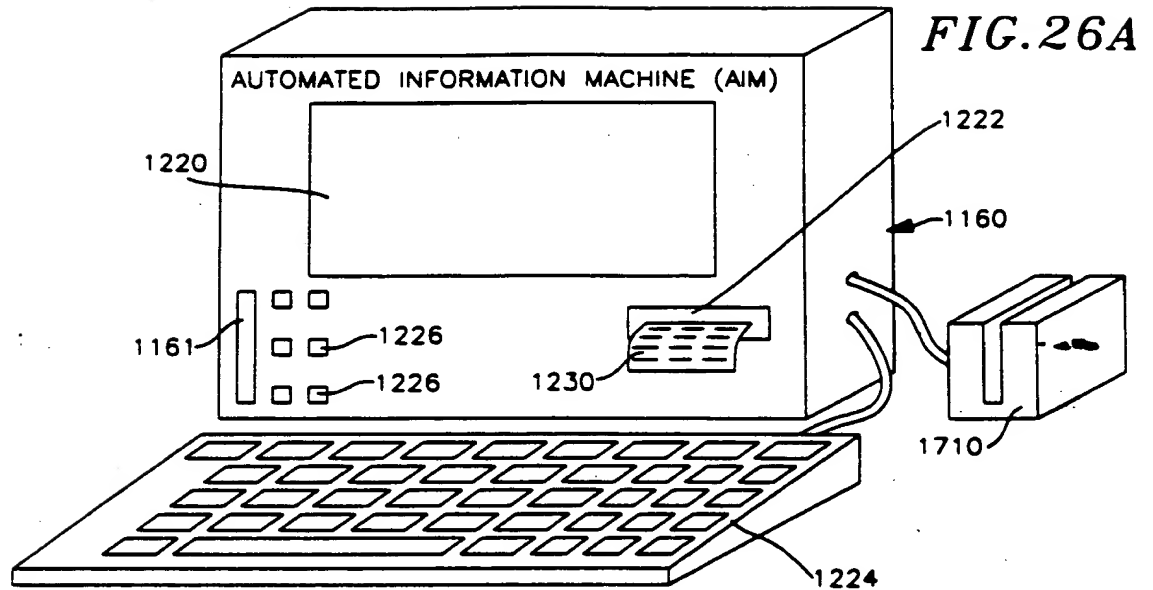
FIG. 23



25/69

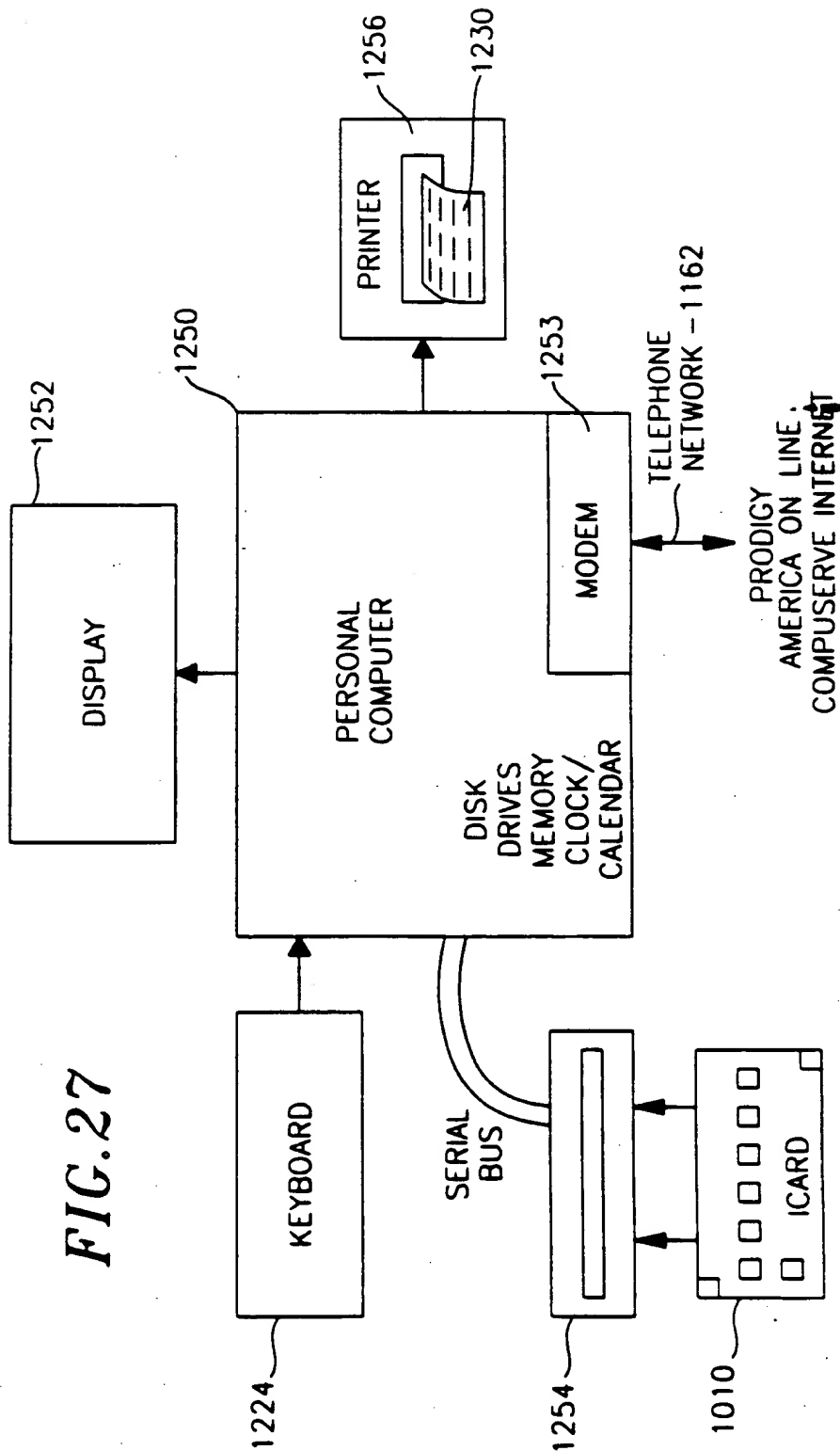


26/69



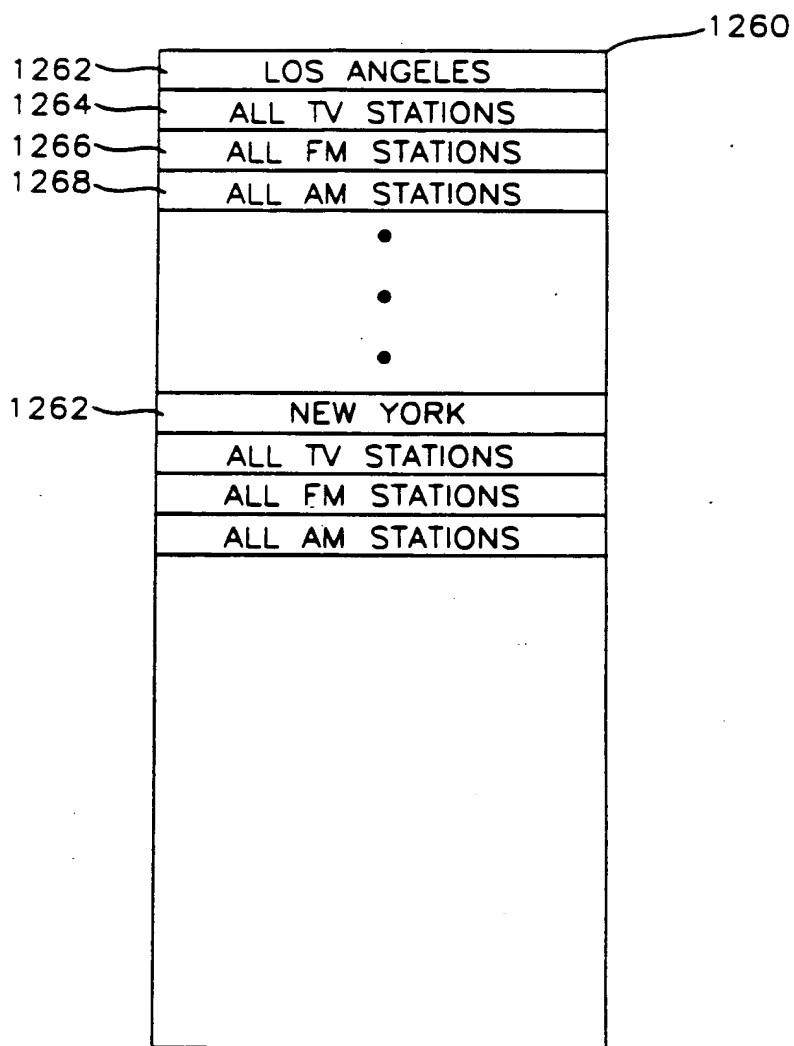
27/69

FIG. 27



28/69

FIG. 28



55412" 5226260

29/69

FIG. 29A

FORMAT

CALL LETTERS / PARTICIPATION(Y/N)
FREQ. / CHANNEL AM/FM/TV RANK
PROGRAMMING TYPE / STATION ID.

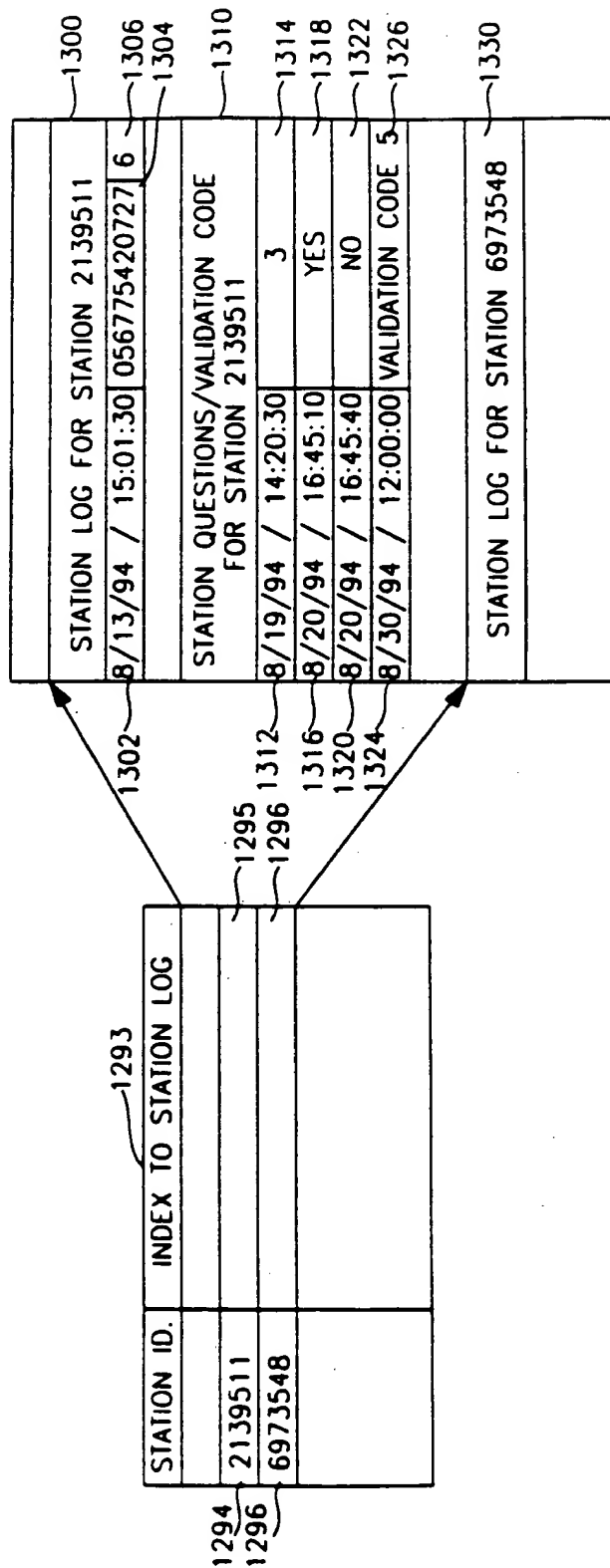
FIG. 29B

STATION MEMORY 1284				1260
1280	KABC	Y	1286	
1282	2	TV	1	1288
1290	GENERAL	/	1024591	1292
	⋮			
	CNN	Y		
	52	TV	1	
	NEWS		3456792	
	⋮			
	KNX	Y		
	1070	AM	3	
	NEWS		3214927	
	⋮			
	KFI	Y		
	640	AM	2	
	TALK		2167890	
	⋮			
	KUSC	Y		
	91.5	FM	9	
	NPR		2139511	1294
	⋮			
	KKGO	Y		
	105.1	FM	1	
	CLASSICAL		6973548	1296
	⋮			
	KWAVE	Y		
	94.7	FM	11	
	NEW AGE		7154333	
	⋮			
	KOTY	N		
	94.6	FM	20	
	SPORTS		5266331	

505110" 5266331

30/69

FIG. 30



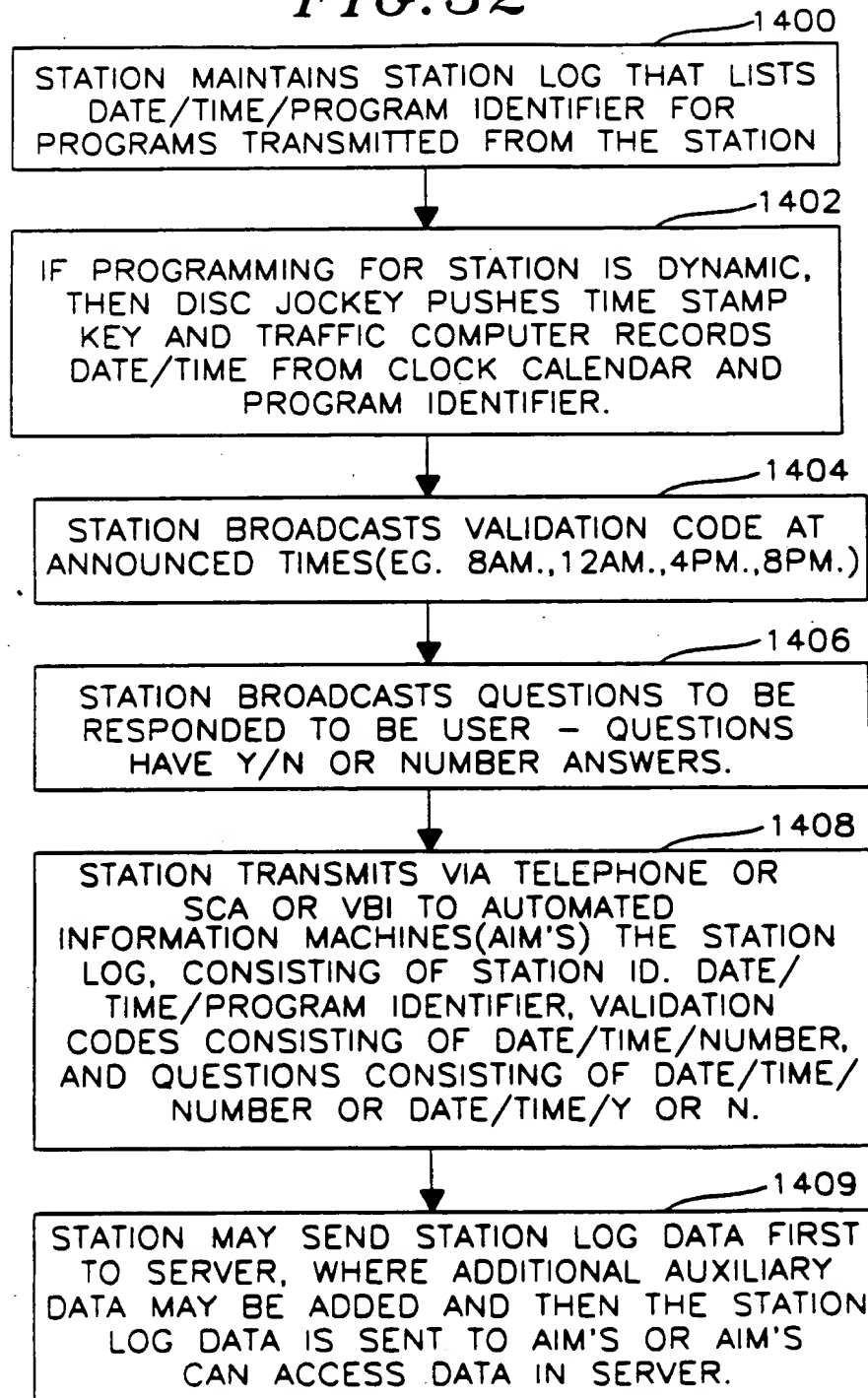
31/69

FIG. 31

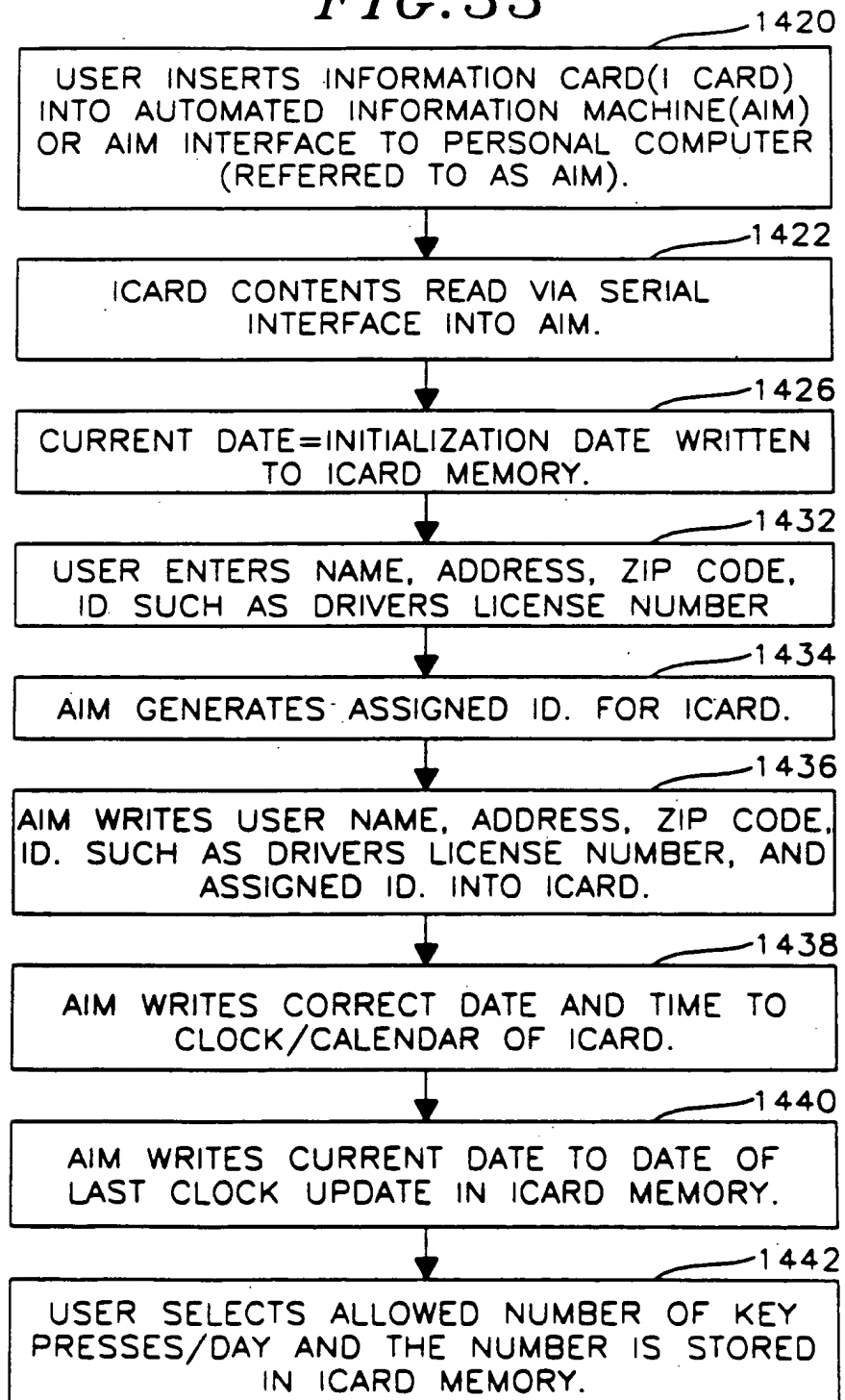
AUXILIARY INFORMATION

				1332
1304		056775 420727		
		LUDWIG VON BEETHOVEN		
		CLASSIC GOLD COMPACT DISC		
		DDD		
		LOCATION IN STORE(AISLE NUMBER)	PRICE	
		PASTORAL SYMPHONY NUMBER 6 IN F MAJOR OP.68		
		SLOVAK NATIONAL PHILHARMONIC ORCHESTRA		
		TRACK 1 ALEGRO MA NON TRAPPO	10'28	
1334		TRACK 2 ANDANTE MOLTO MOSSO	13'23	
		TRACK 3 ALLEGRO	5'12	
		TRACK 4 ALLEGRO	3'50	
		TRACK 5 ALLEGRETTO	10'36	
		EGMONT OP.72a		
		LONDON PHILHARMONIC ORCHESTRA		
		TRACK 6 OVERTURE	8'20	
1336		LEONORE OP.72a		
		RADIO SYMPHONY		
		TRACK 7 OVERTURE	13'35	
		76732 631928		
		NANCY GRIFFITH		
		MCA RECORDS		
		AAD		
		LOCATION IN STORE(AISLE NUMBER)	PRICE	
		TRACK 1 STORMS		

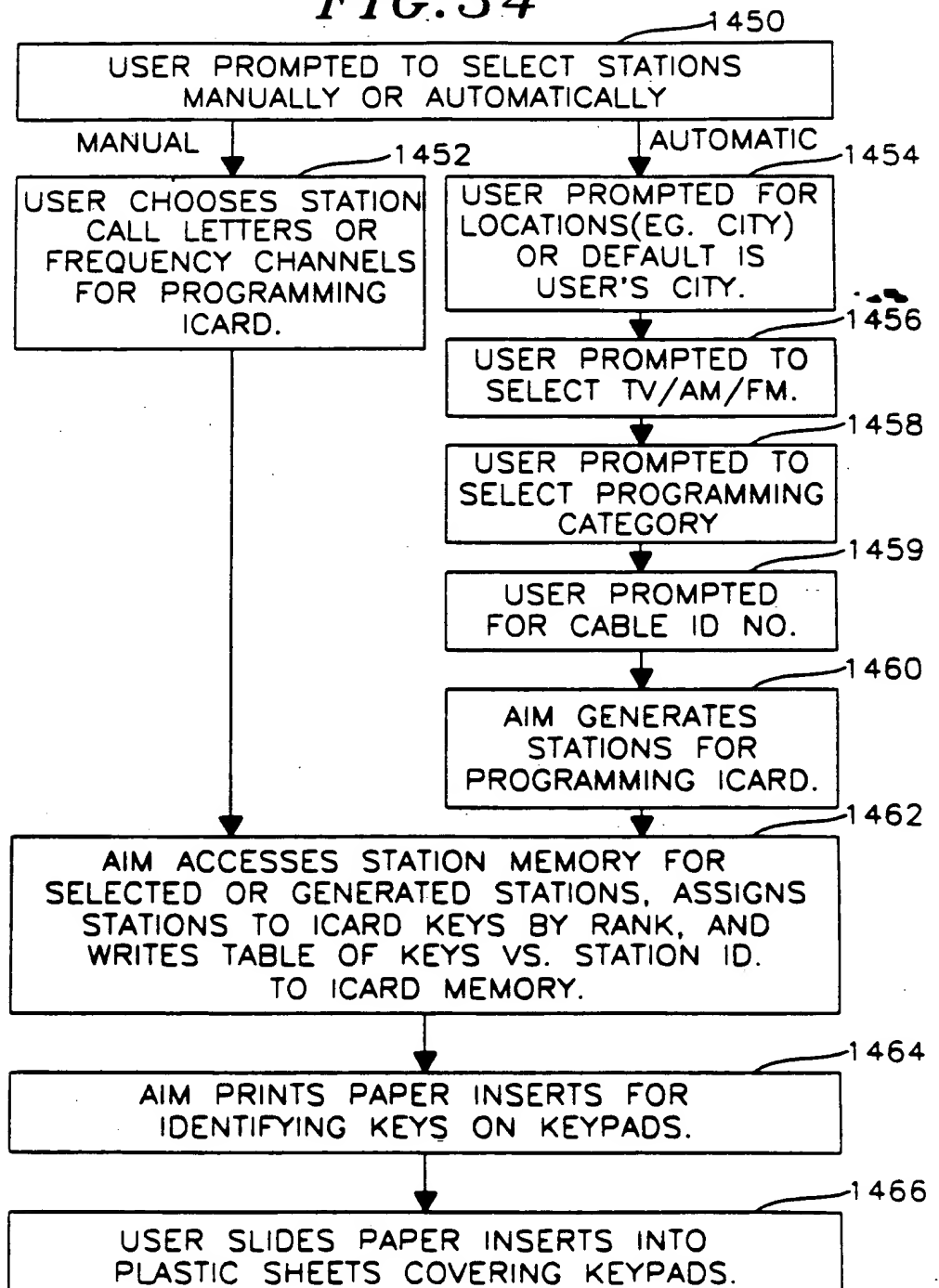
32/69

FIG. 32

33/69

FIG. 33

34/69

FIG. 34

35/69

*FIG. 35A*SETUP

YOUR CARD IS NEW AND
MUST BE SETUP.
PRESS ENTER

*FIG. 35B*SETUP

DO YOU WANT TO
CHANGE SETUP?
ENTER Y OR N

*FIG. 35C*PERSONAL

ENTER NAME/ADDRESS
ENTER ZIP CODE
ENTER DRIVER'S LICENSE
NUMBER
ENTER OTHER ID.

*FIG. 35D*SETUP

STATIONS HAVE BEEN
ADDED/DELETED TO/FROM
THE SYSTEM SINCE YOUR
LAST SETUP.
PRESS ENTER

FIG. 35E

<u>STATIONS</u>	
1.	MANUAL
2.	AUTOMATIC
ENTER NUMBER	

FIG. 35F

<u>LOCATION</u>	
1.	LA.
2.	NY.
3.	SF.
ENTER NUMBER	

FIG. 35G

<u>TYPE</u>	
1.	FM
2.	AM
3.	TV
ENTER NUMBER	

FIG. 35H

<u>RADIO PROGRAMMING TYPE</u>	
1.	CLASSICAL
2.	OLDIES
3.	ROCK
4.	COUNTRY
5.	NEWS
6.	TALK
ENTER NUMBER	

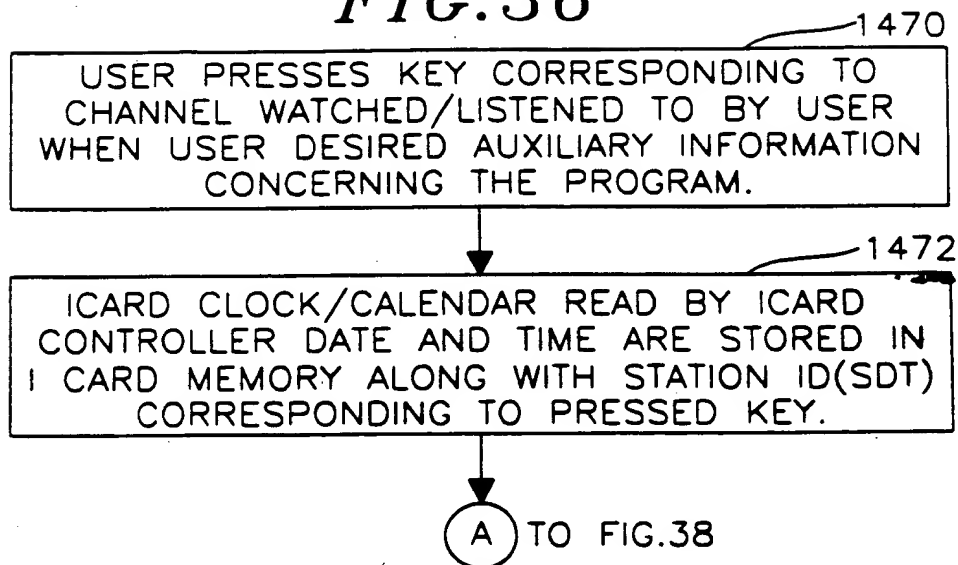
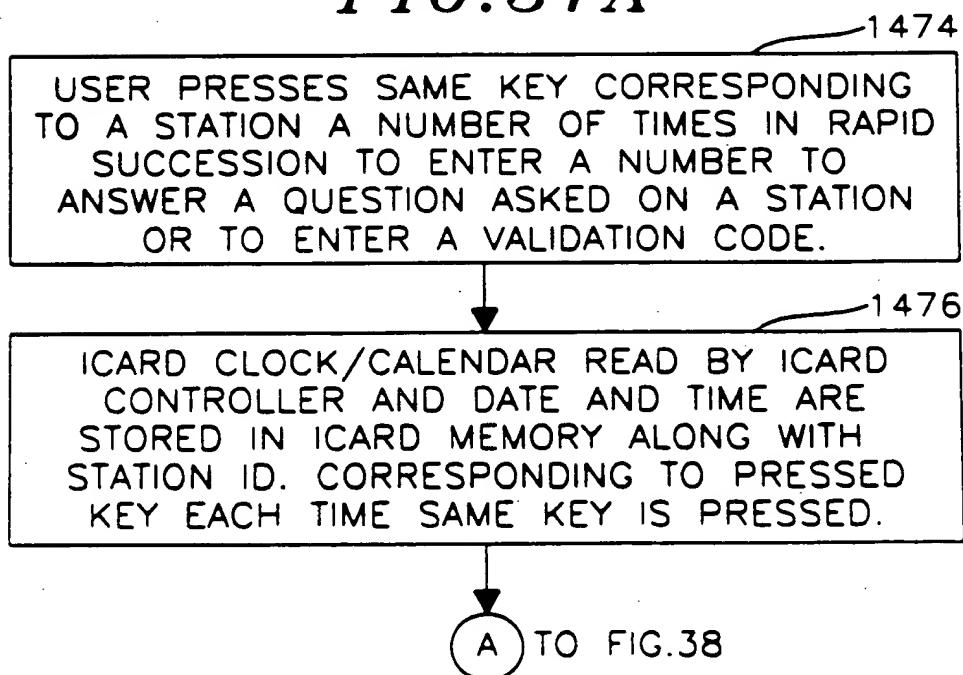
FIG. 35I

<u>TV PROGRAMMING TYPE</u>	
1.	MOVIES
2.	NETWORK
3.	SPORTS
4.	CHILDREN
ENTER NUMBER	

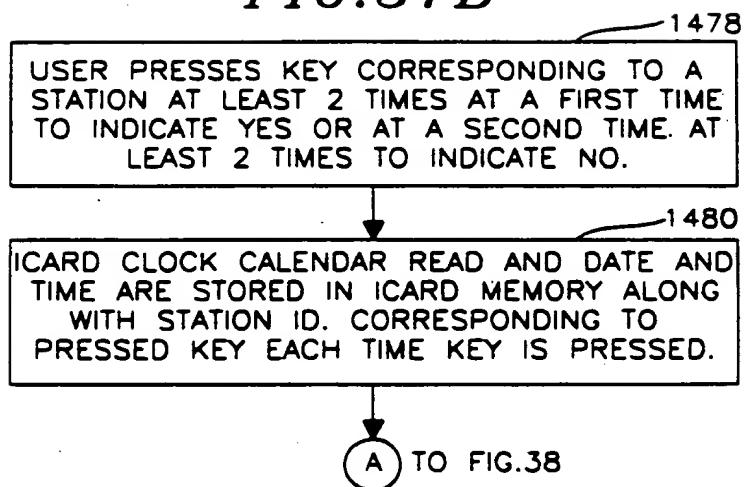
FIG. 35J

<u>SELECT NUMBER OF KEY PRESSES/DAY</u>	
1.	5 [FREE]
2.	10 [\$1.00]
3.	15 [\$2.00]
ENTER NUMBER	

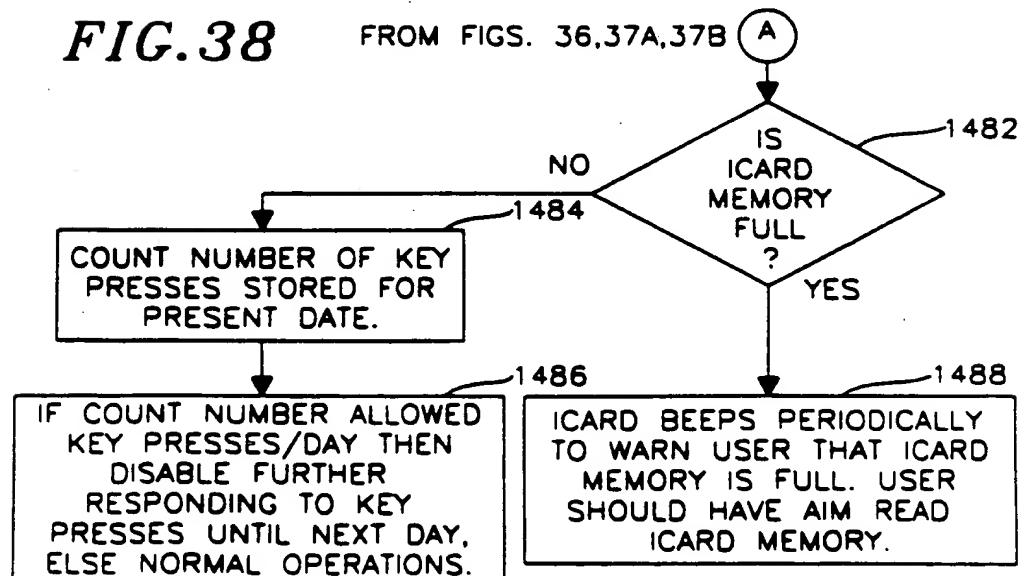
37/69

FIG. 36*FIG. 37A*

38/69

FIG.37B*FIG.38*

FROM FIGS. 36,37A,37B



39/69

FIG. 39A

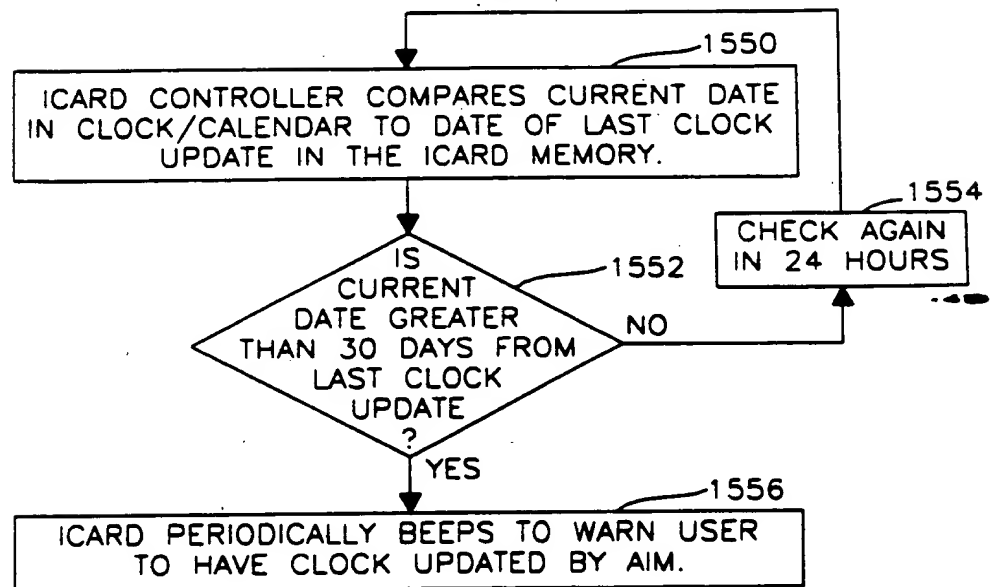
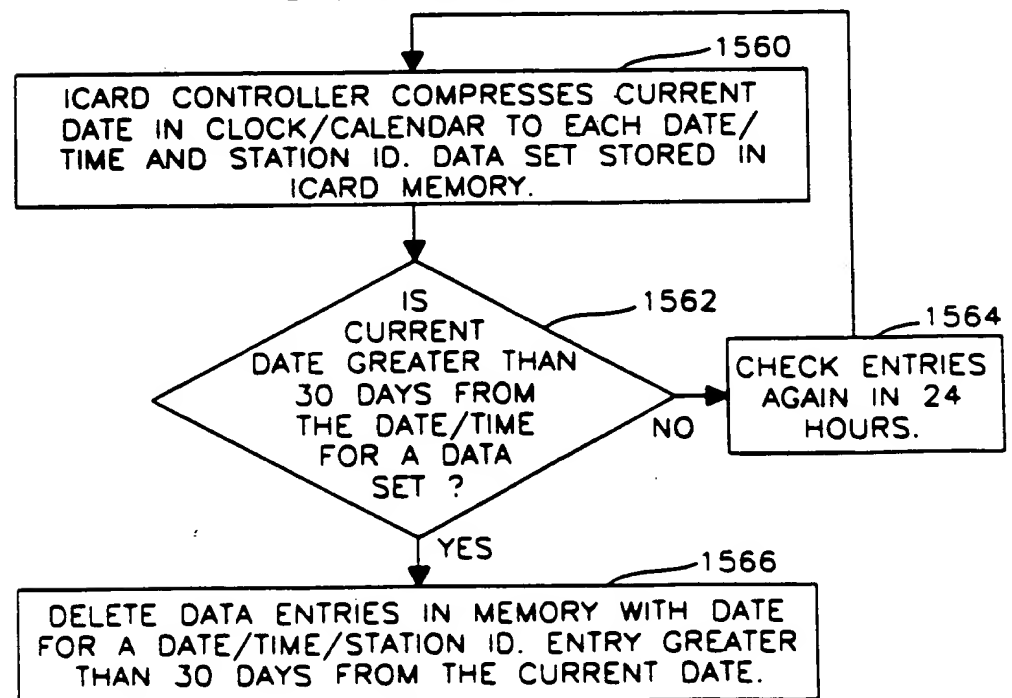
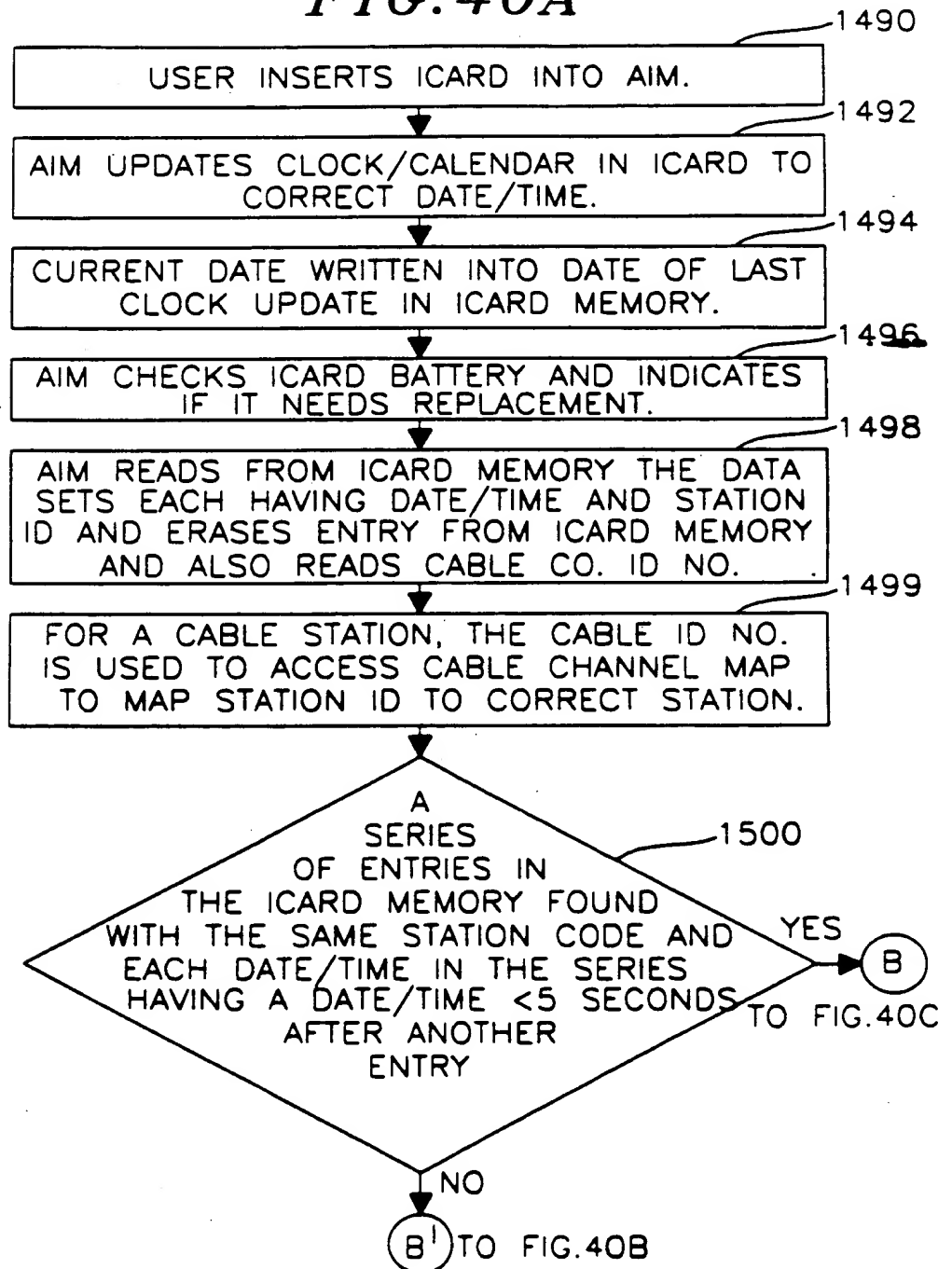


FIG. 39B

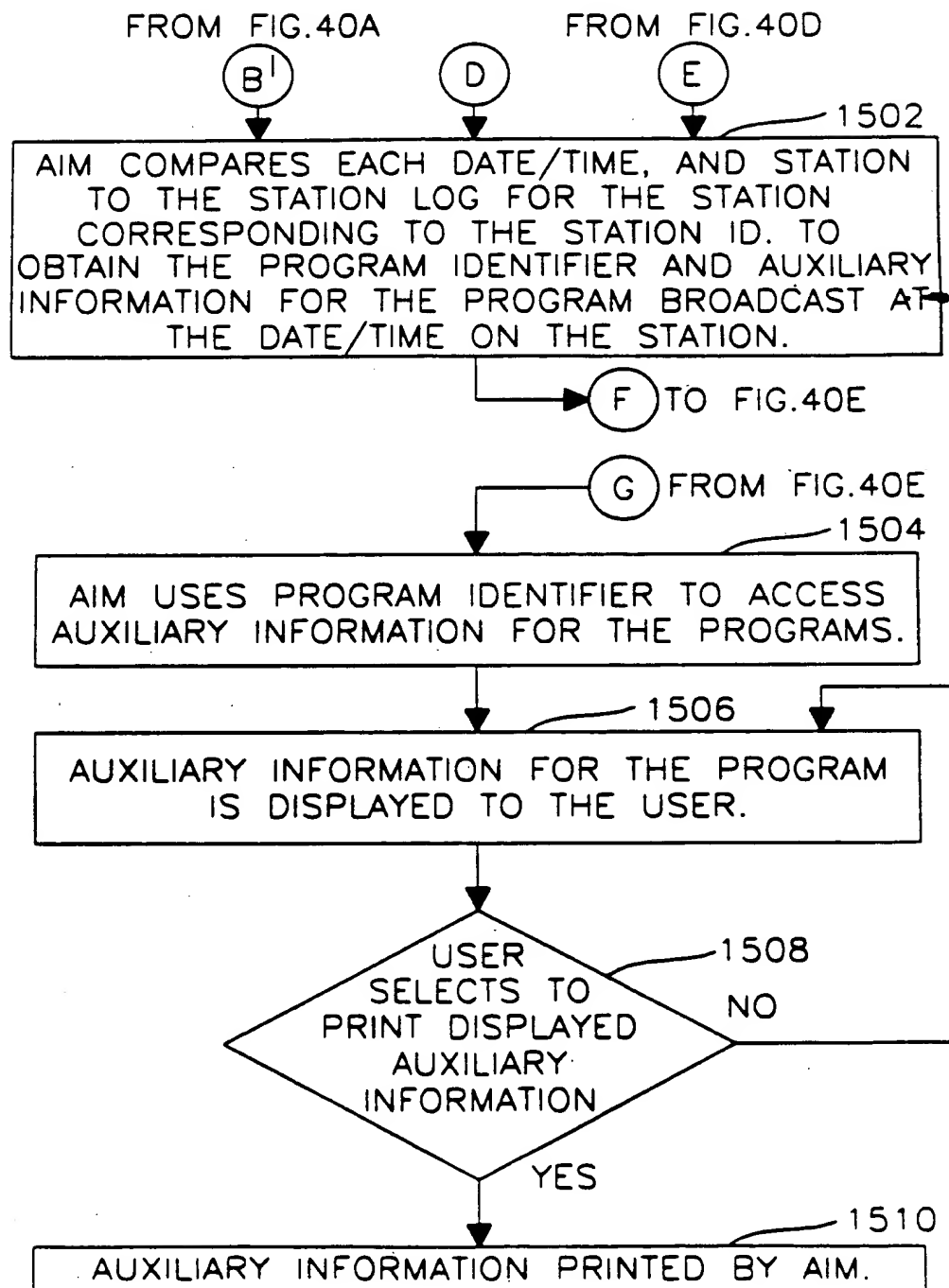


40/69

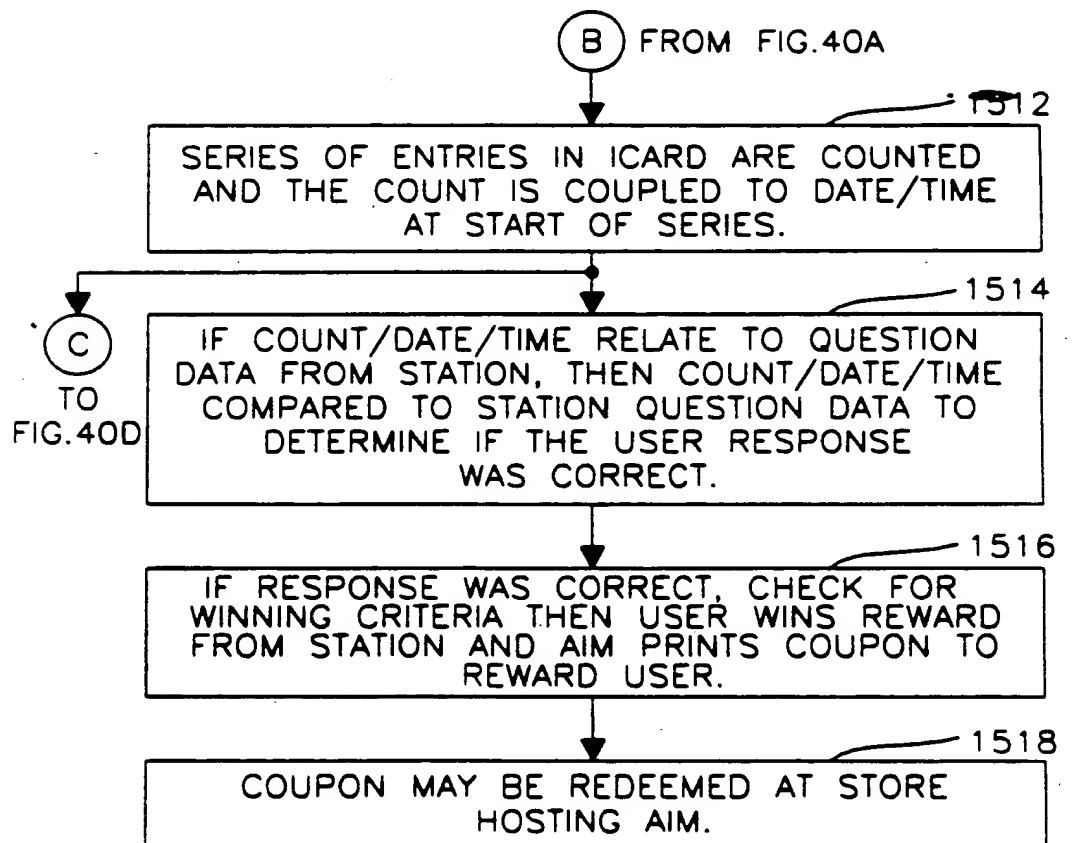
FIG. 40A

665110" 3426600

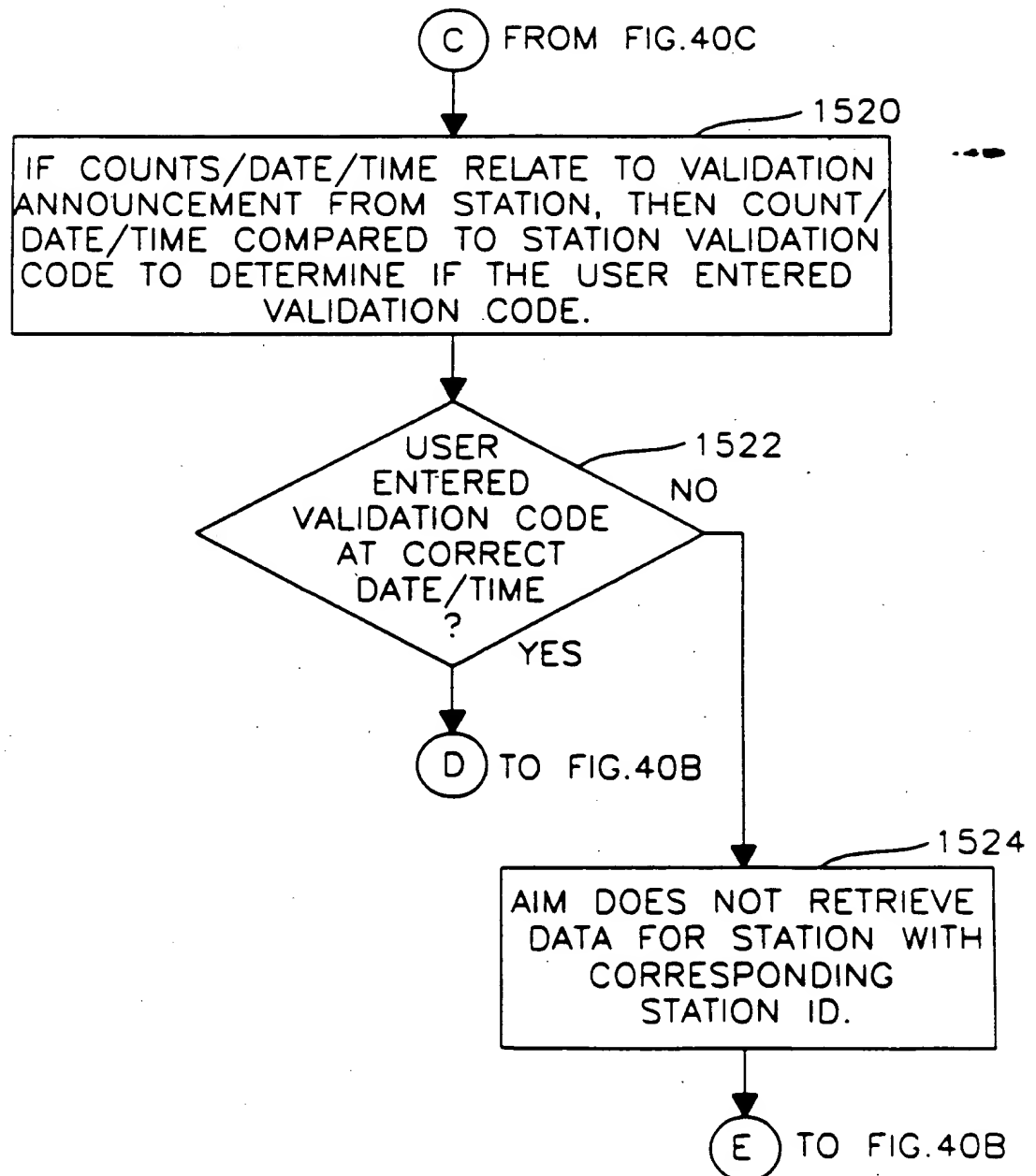
41/69

FIG. 40B

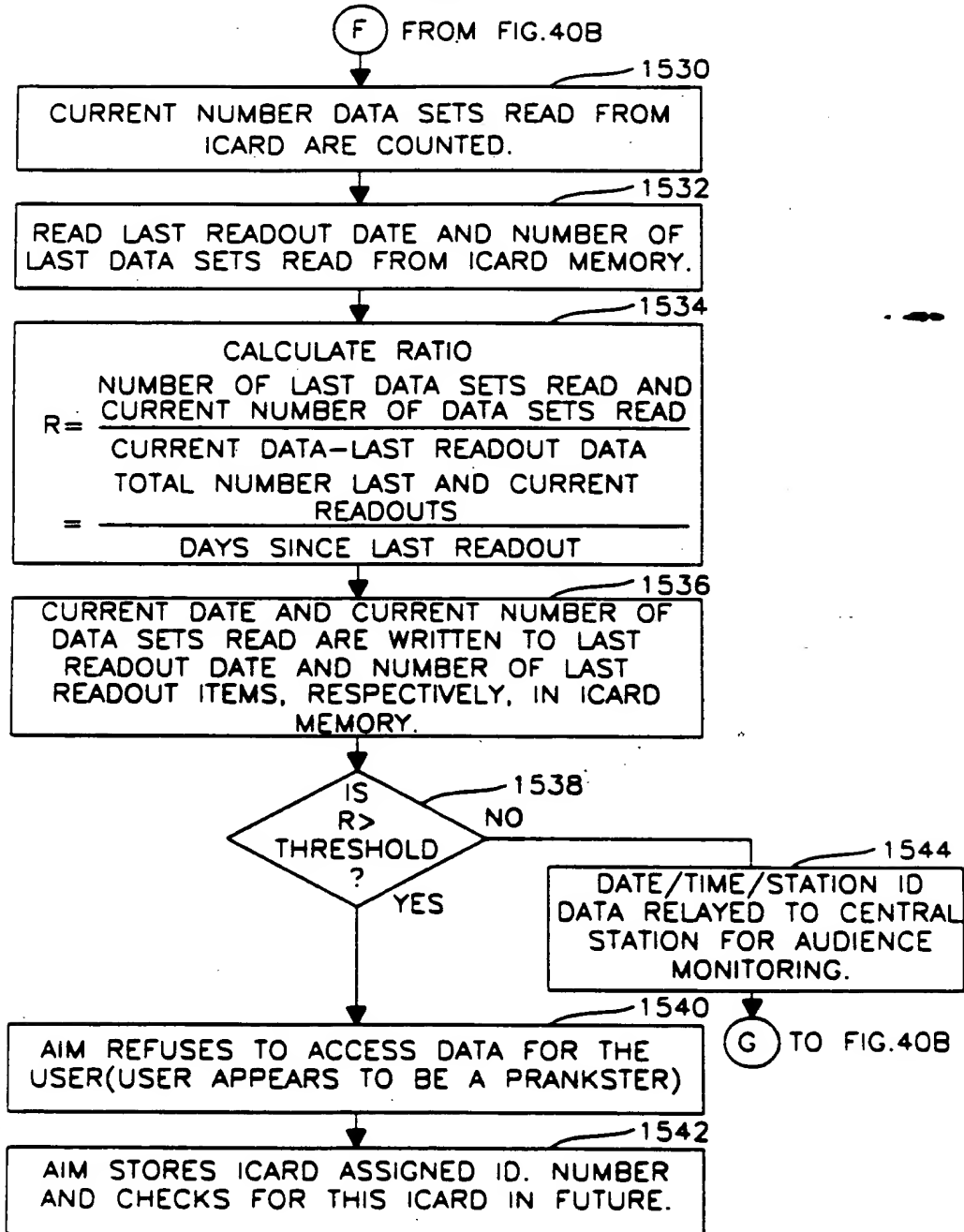
42/69

FIG. 40C

43/69

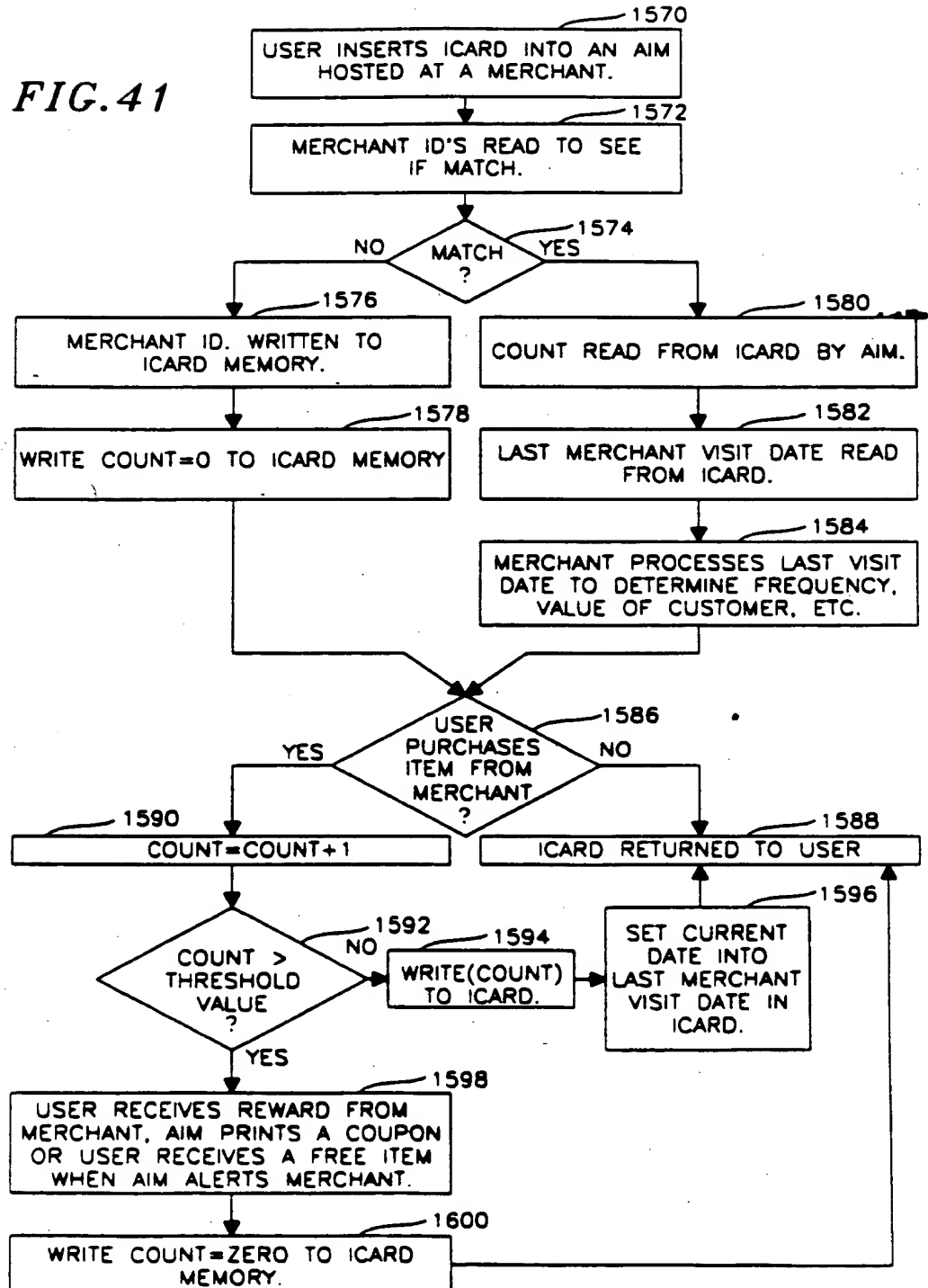
FIG. 40D

44/69

FIG. 40E

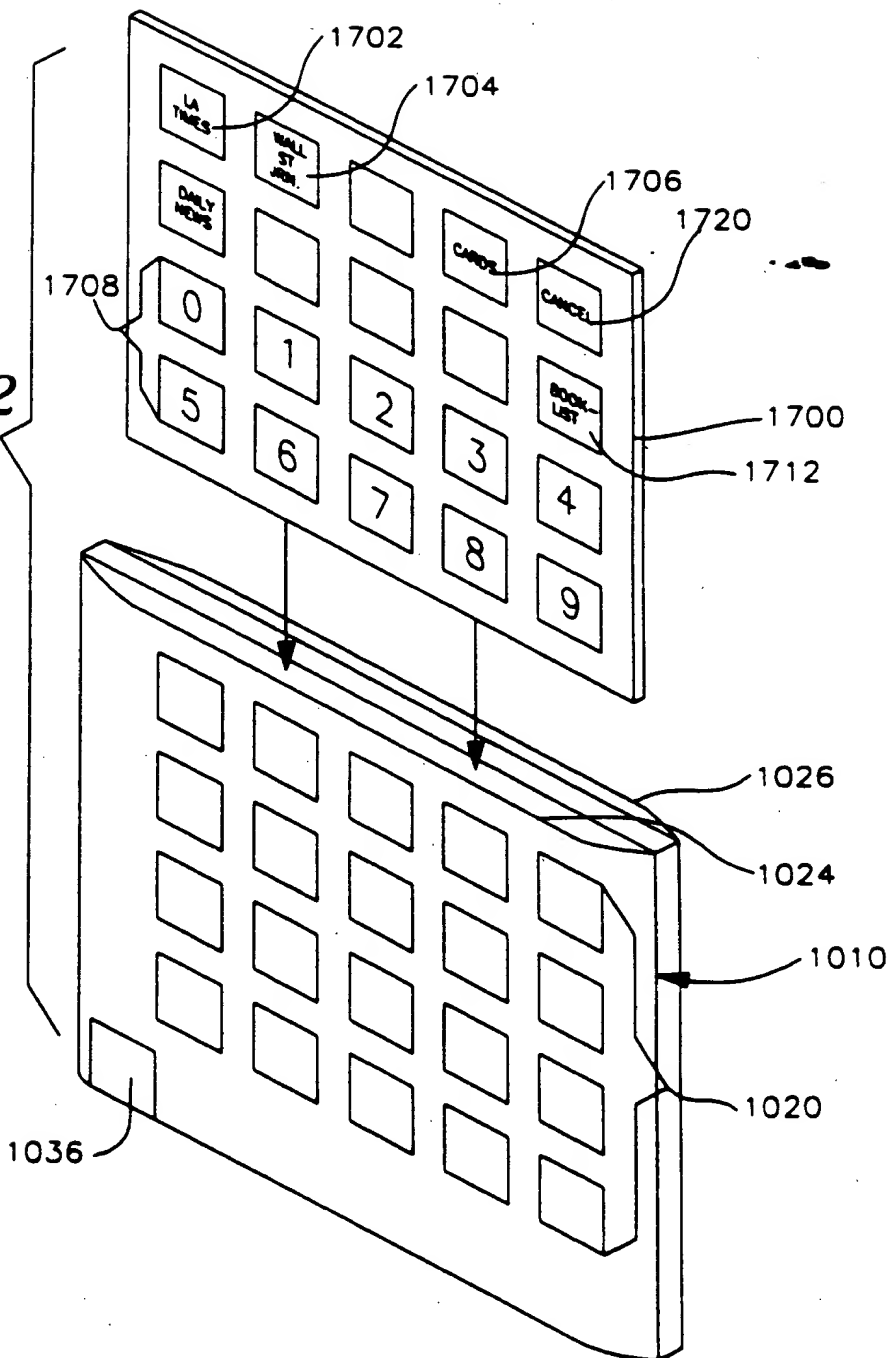
45/69

FIG. 41



46/69

FIG. 42

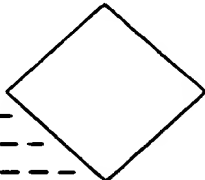


47/69

FIG. 43

1722	KEY F1	LA TIMES	1724
	KEY F2	WALL ST. JRN.	
	⋮	⋮	
	KEY F4	CARDS	
	KEY F5	CANCEL	
	⋮	⋮	
	KEY F10	BOOKLIST	
	KEY F11	0	
	KEY F12	1	
	⋮	⋮	
	KEY F20	9	

FIG. 44

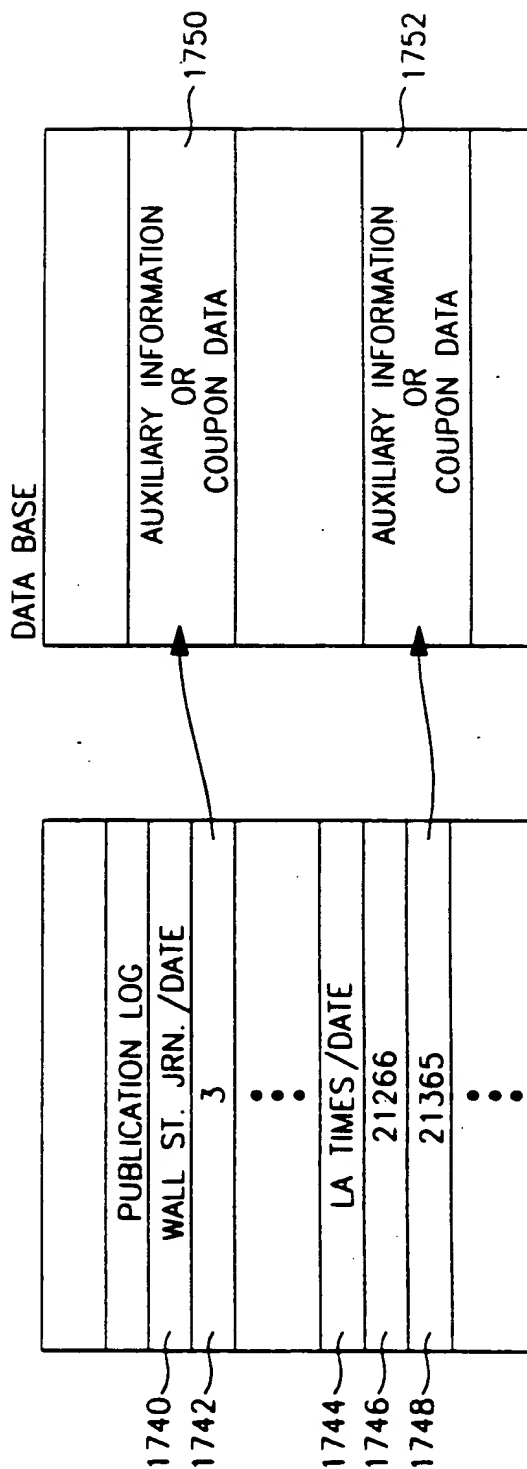
PUBLICATION	
LA TIMES	

1738

21365

FIG. 45

1726	PUB. NAME	DATE	NUMBER	1730
	LA TIMES	8/13/94	21365	
				1728
	WALL ST. JRN	8/14/94		
1732	WALL ST. JRN	8/14/94		
	WALL ST. JRN	8/14/94		
	ISBN			
	0-671-65991-X			1734
	⋮			
	CARDS			
	5233 6029 9060 9233			1735
	⋮			



49/69

FIG. 47

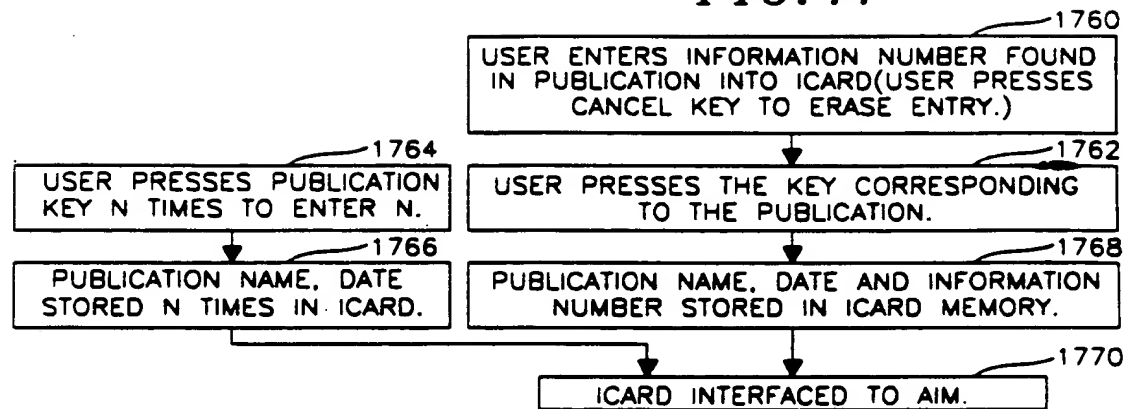
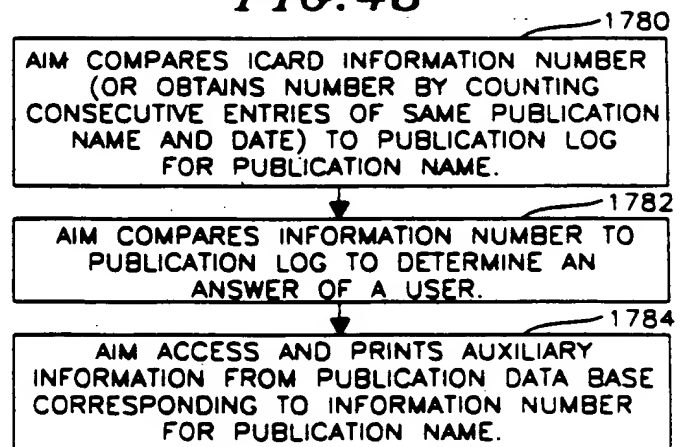
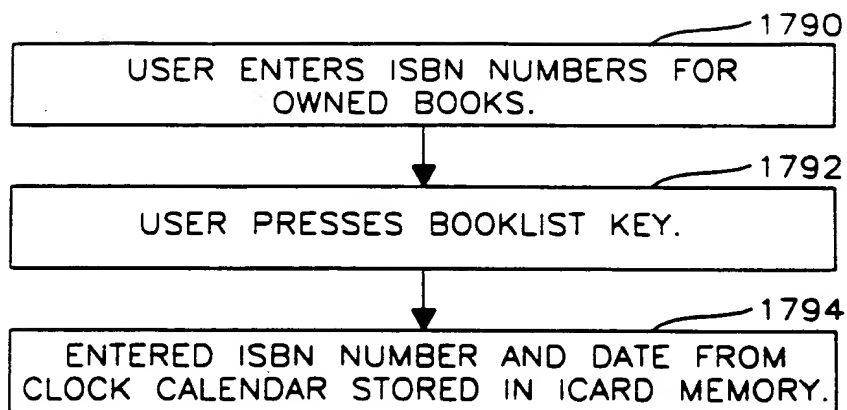
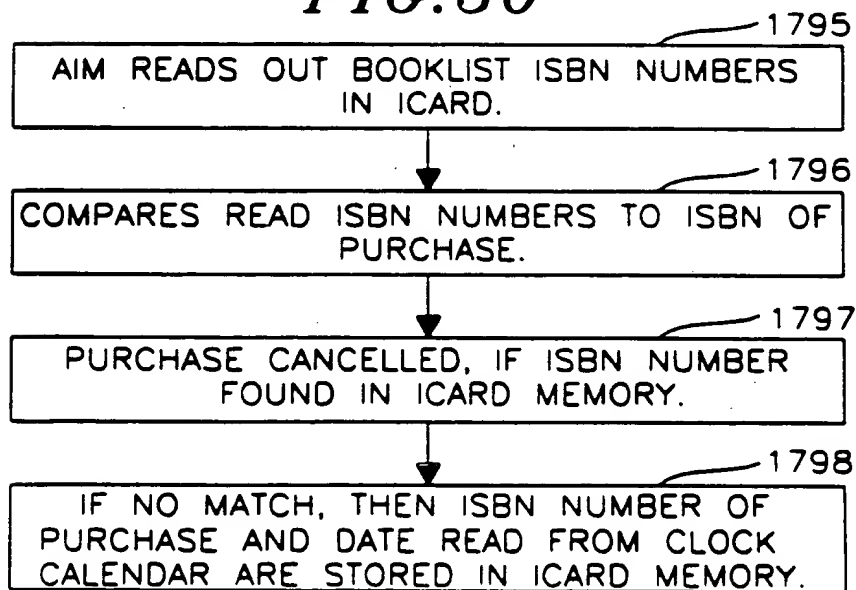


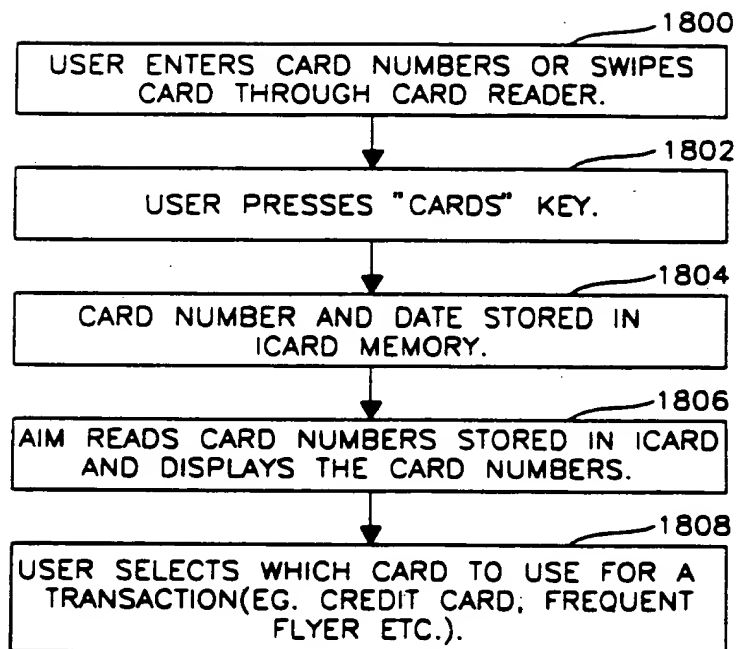
FIG. 48



50/69

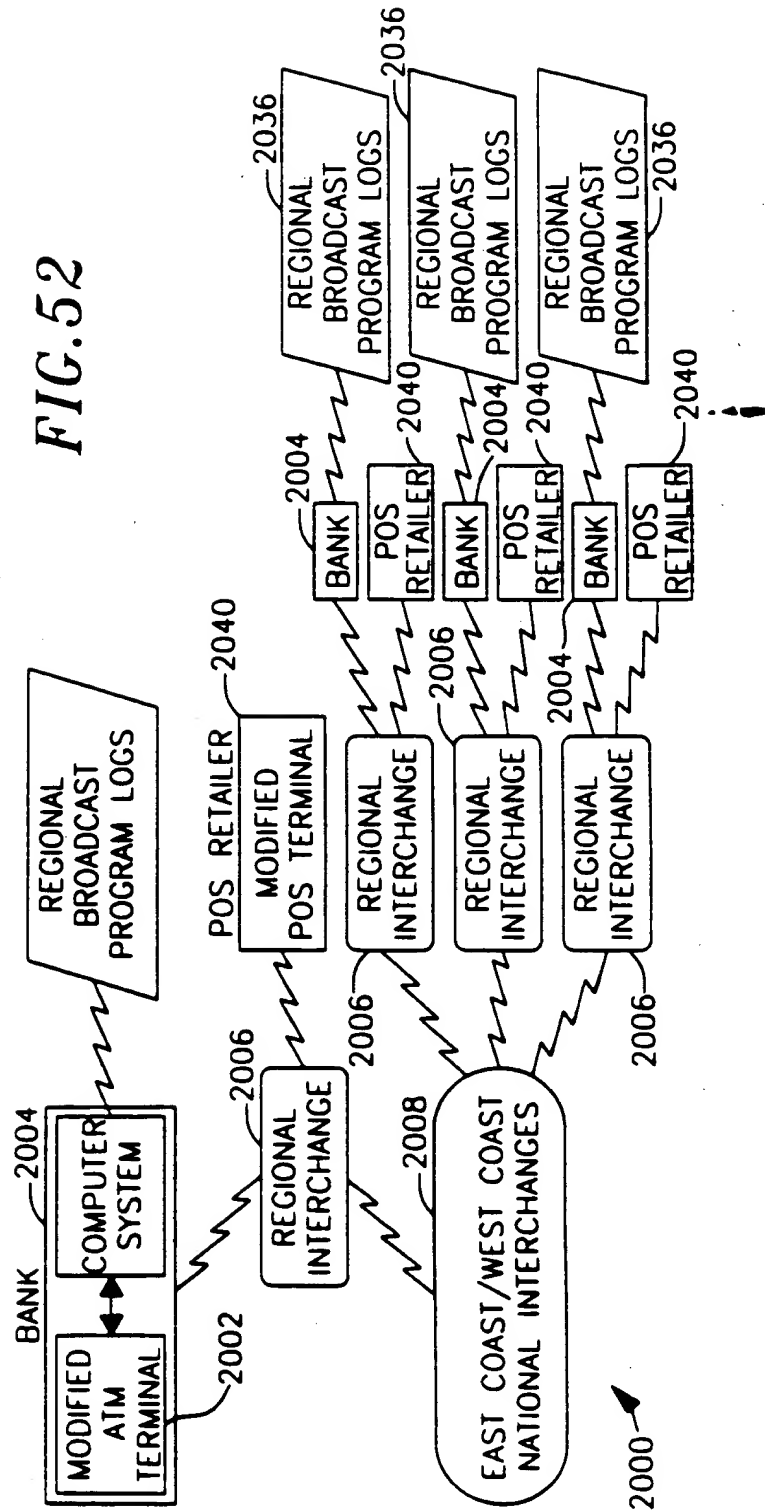
FIG. 49*FIG. 50*

51/69

FIG. 51

52/69

FIG. 52



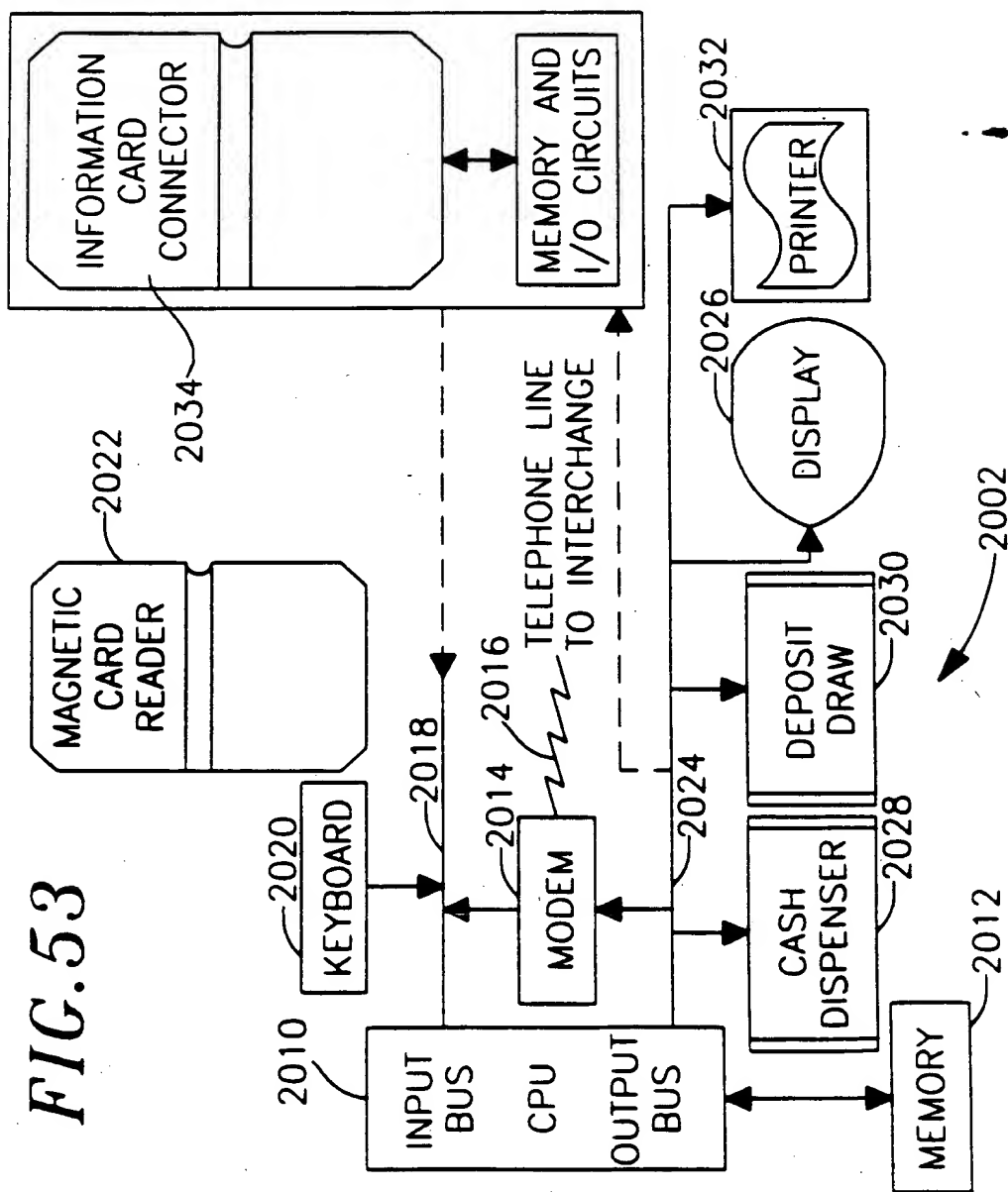


FIG. 54

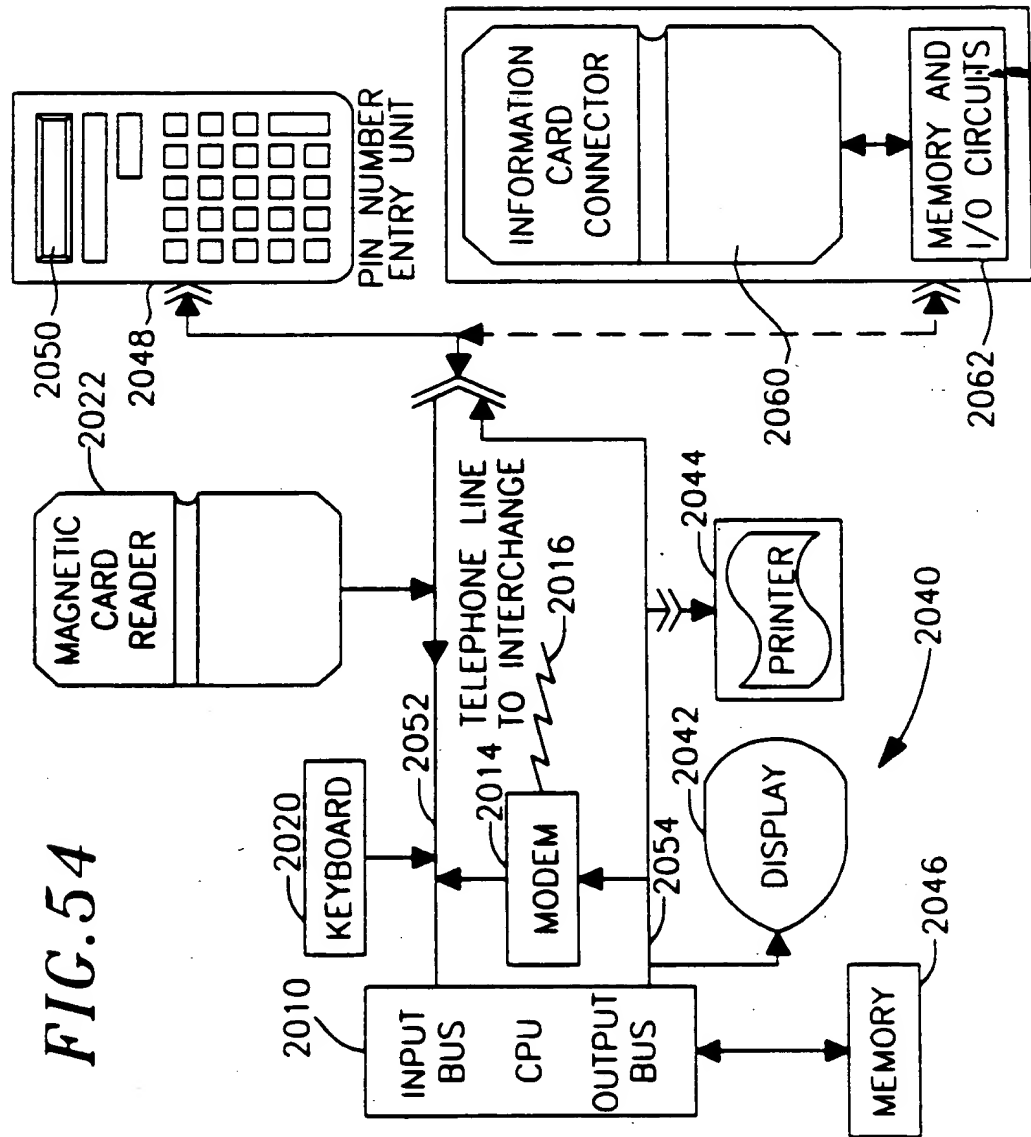


FIG.55

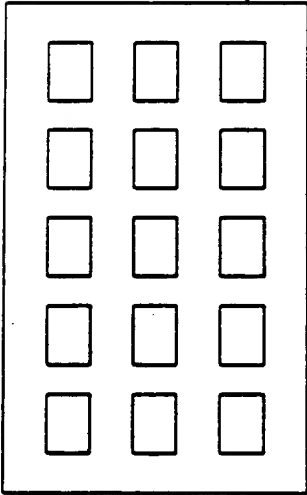


FIG.56

BROADCAST/CABLE STATION SETUP SHEET-LOS ANGELES					
34231	KKGO	105.1FM_	34729	KTWV	94.7FM
16375	KRTH	101.1FM_	94892	KXEZ	103.5FM
58768	CH 2	TV_	89760	CH 4	TV
68064	KMPC	AM_	86879	MTV	CBL
			26974	KUSC	91.5FM
			54754	KFI	640AM
			54568	ESPN	CBL
			48809	KABC	790AM

FIG.57

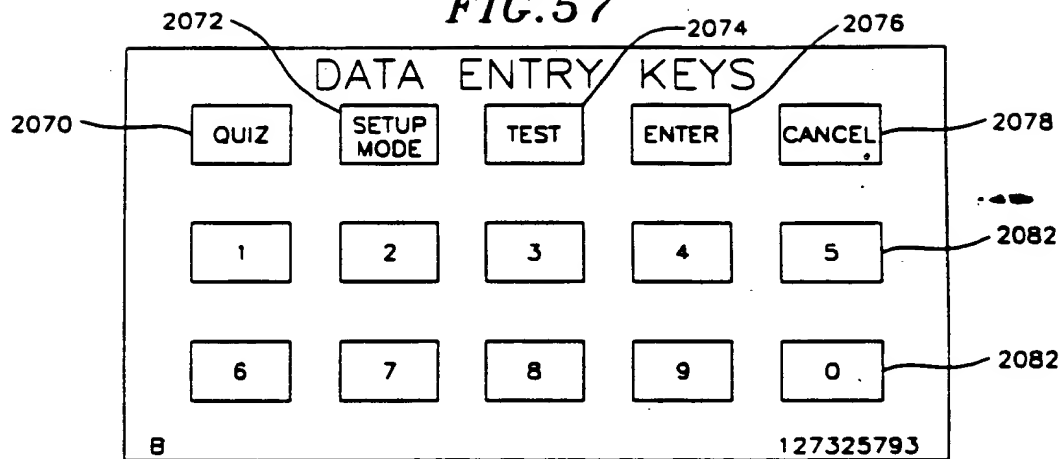


FIG.58

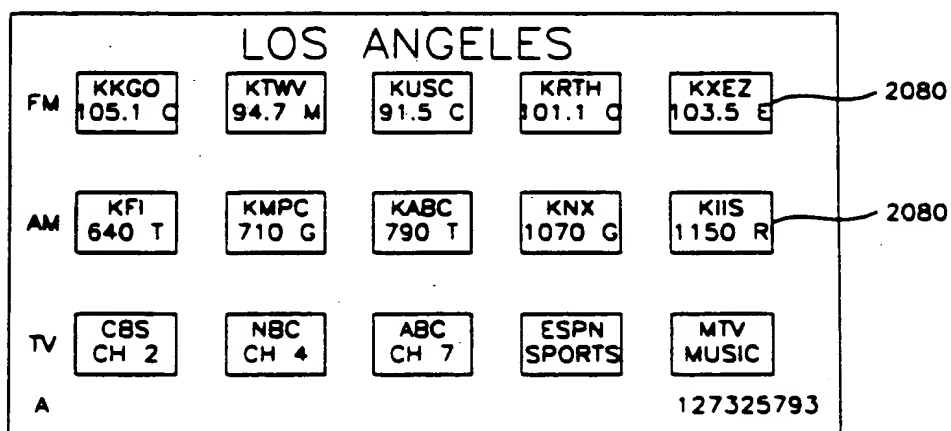


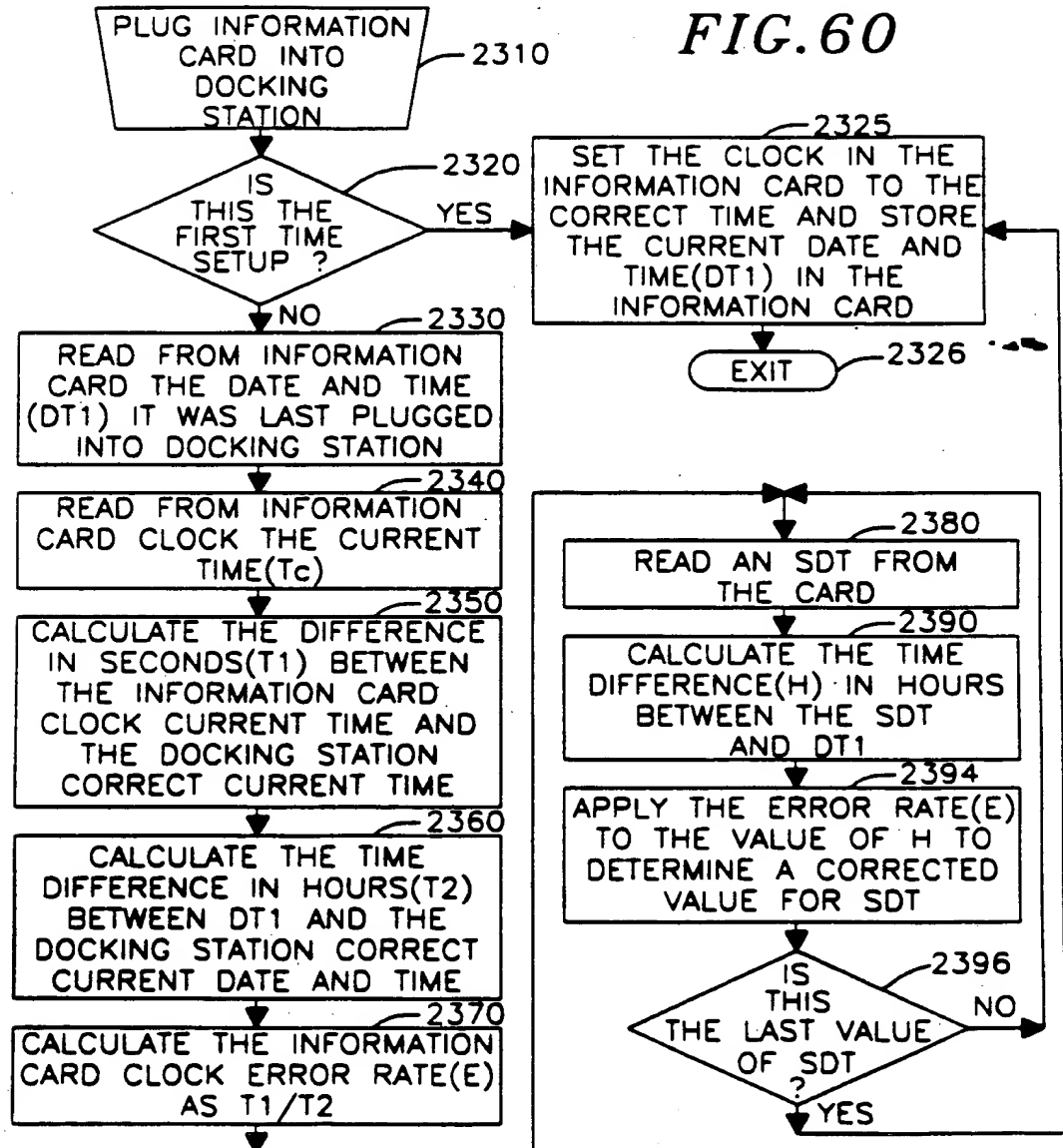
FIG.59

AMERICAN EXPRESS STATEMENT		
INFORMATION CARD ACTIVITY		
DATE	ITEM	STATUS
9/15/94	CIRCUIT CITY	\$50 CREDITED TO YOUR PURCHASE OF A TV
KXEZ 103.5	\$50 COUPON	
9/23/94	BUD FOOTBALL CONTEST	YOU WERE A WINNER! \$100 CREDITED TO YOUR ACCOUNT
KNBC		
CH 4		

OTHER INFORMATION	
<p>KCBS CHANNEL 2 9/20/94 7:42 PM</p> <p>NAME THE CAPITAL OF TEXAS</p> <p>AUSTIN</p> <p>YOUR ANSWER</p> <p>AUSTIN</p> <p>CORRECT</p> <p>COUPON FOR FREE GIFT</p> <p>REDEEM AT ANY TOYS R US STORE</p> <p>EXPIRES 10/24/94</p>	<p>KNBC CHANNEL 4 9/18/94 8:57 PM</p> <p>HOW MANY YARDS IN THE NEXT DOWN?</p> <p>27</p> <p>YOUR ANSWER</p> <p>27</p> <p>YOU WON!</p> <p>COUPON FOR FREE T-SHIRT</p> <p>REDEEM AT ANY CAP STORE</p> <p>EXPIRES 10/22/94</p>
<p>KXEZ 103.5 9/19/94 10:04 AM</p> <p>"I CAN'T CRY"</p> <p>NATALIE COLE</p> <p>GOOD TO BE BACK</p> <p>\$2.00 DISCOUNT COUPON FOR THIS ALBUM</p> <p>REDEEM AT ANY BLOCKBUSTER MUSIC STORE</p> <p>EXPIRES 9/27/94</p> <p>INFO CARD 7777-46058-2</p>	<p>KXEZ 103.5 9/19/94 10:04 AM</p> <p>"I CAN'T CRY"</p> <p>NATALIE COLE</p> <p>GOOD TO BE BACK</p> <p>\$2.00 DISCOUNT COUPON FOR THIS ALBUM</p> <p>REDEEM AT ANY BLOCKBUSTER MUSIC STORE</p> <p>EXPIRES 9/27/94</p> <p>INFO CARD 7777-46058-2</p>

58/69

FIG. 60



59/69

FIG. 61

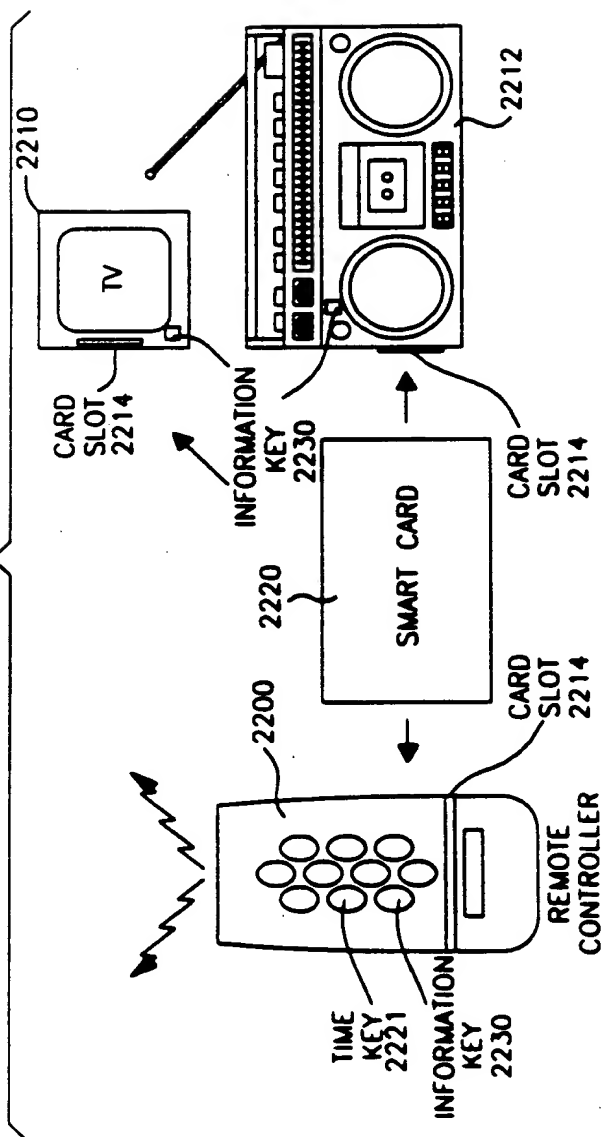
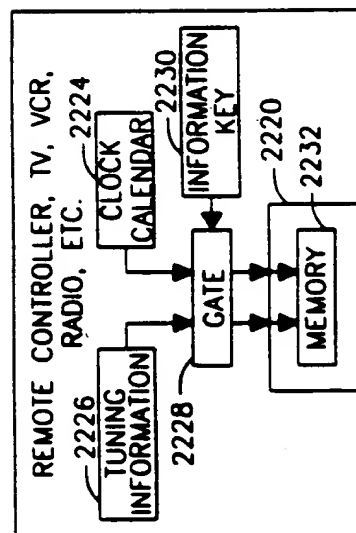


FIG. 62



60/69

665710" 94226260

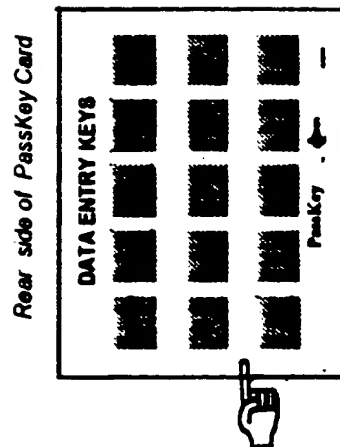
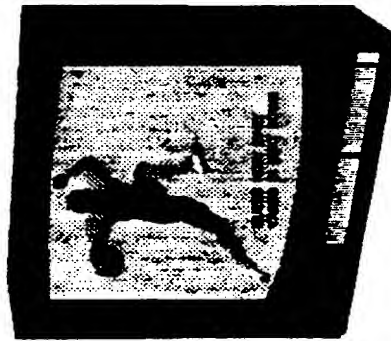
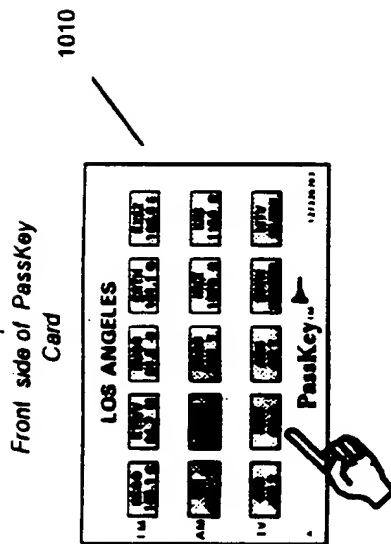


Figure 63

61/69

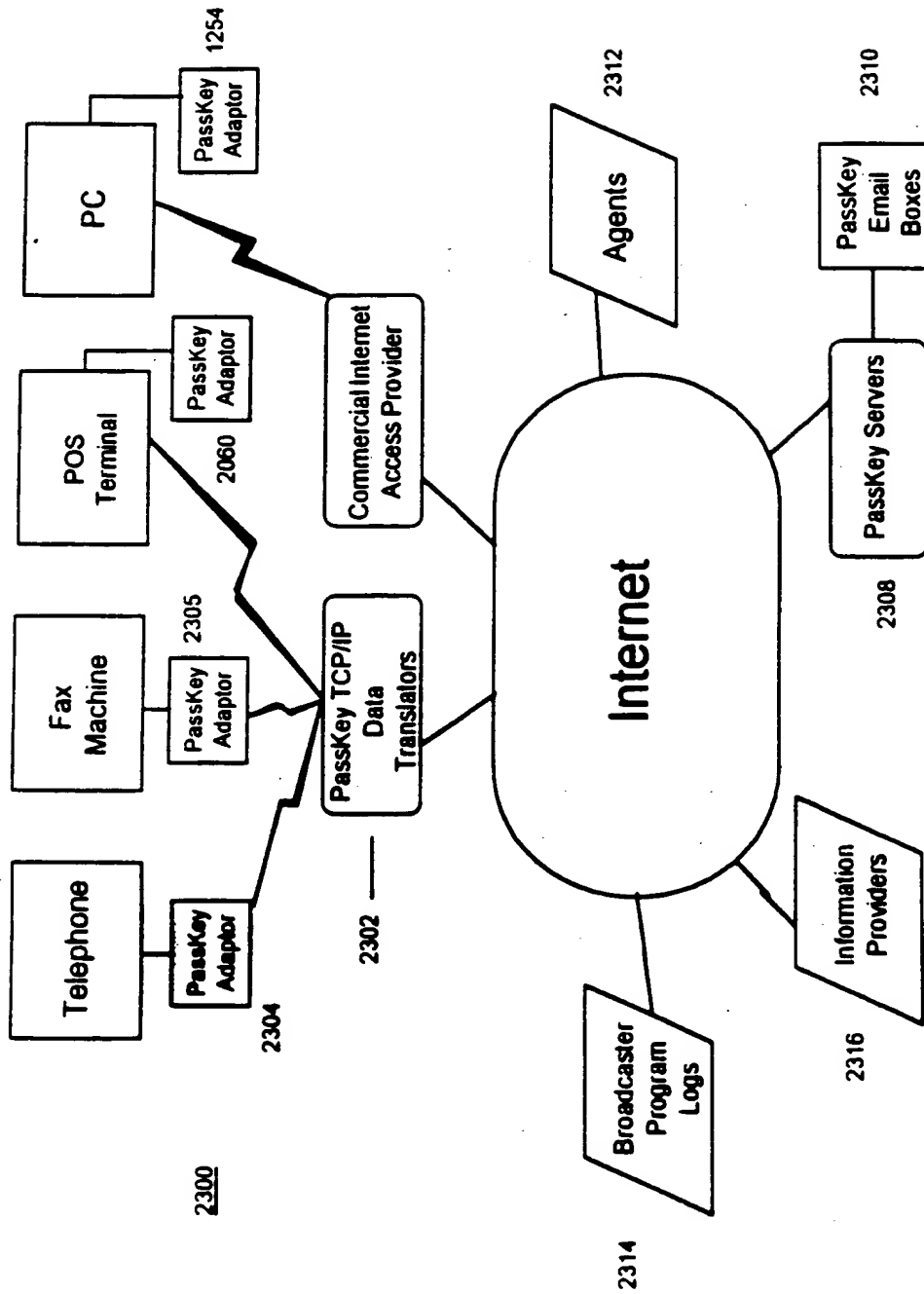


Figure 64

62/69

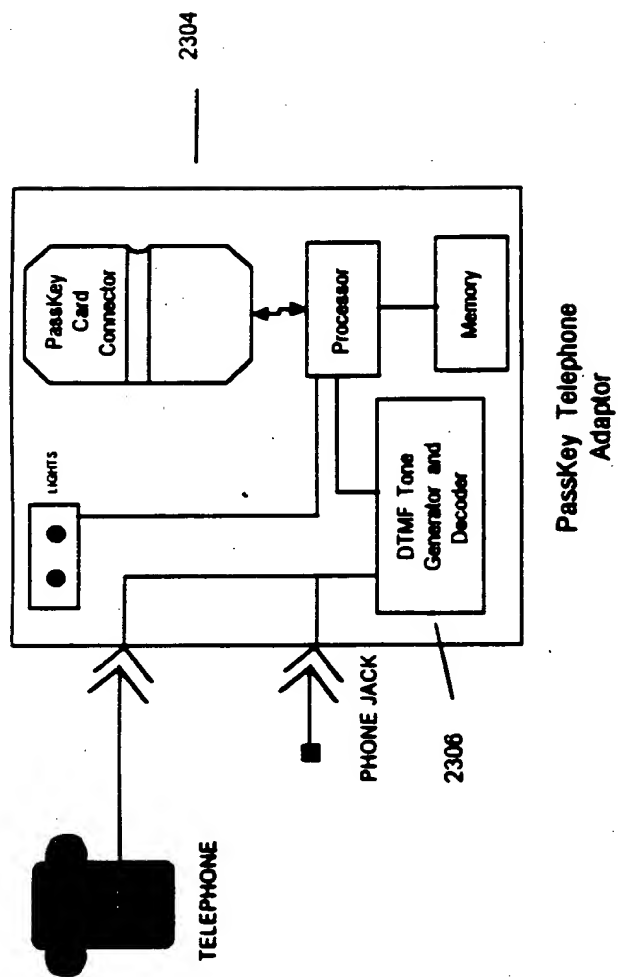


Figure 65

2305

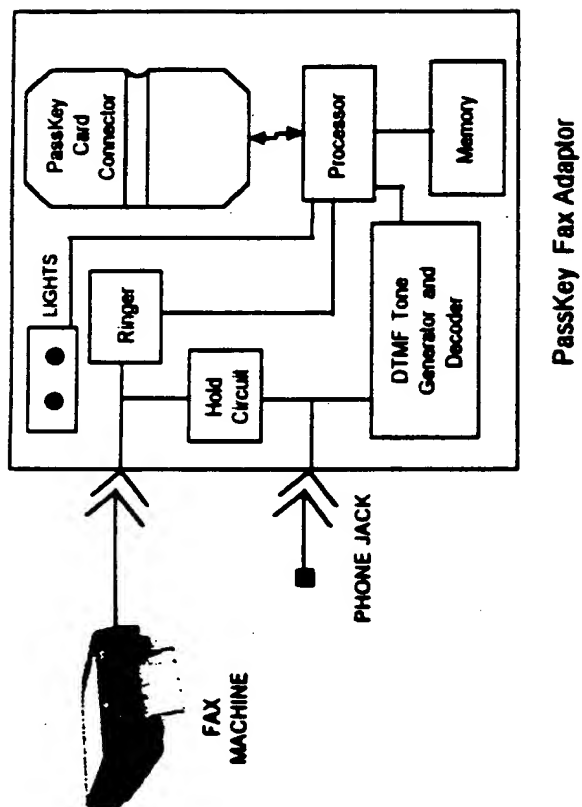


Figure 86

64/69

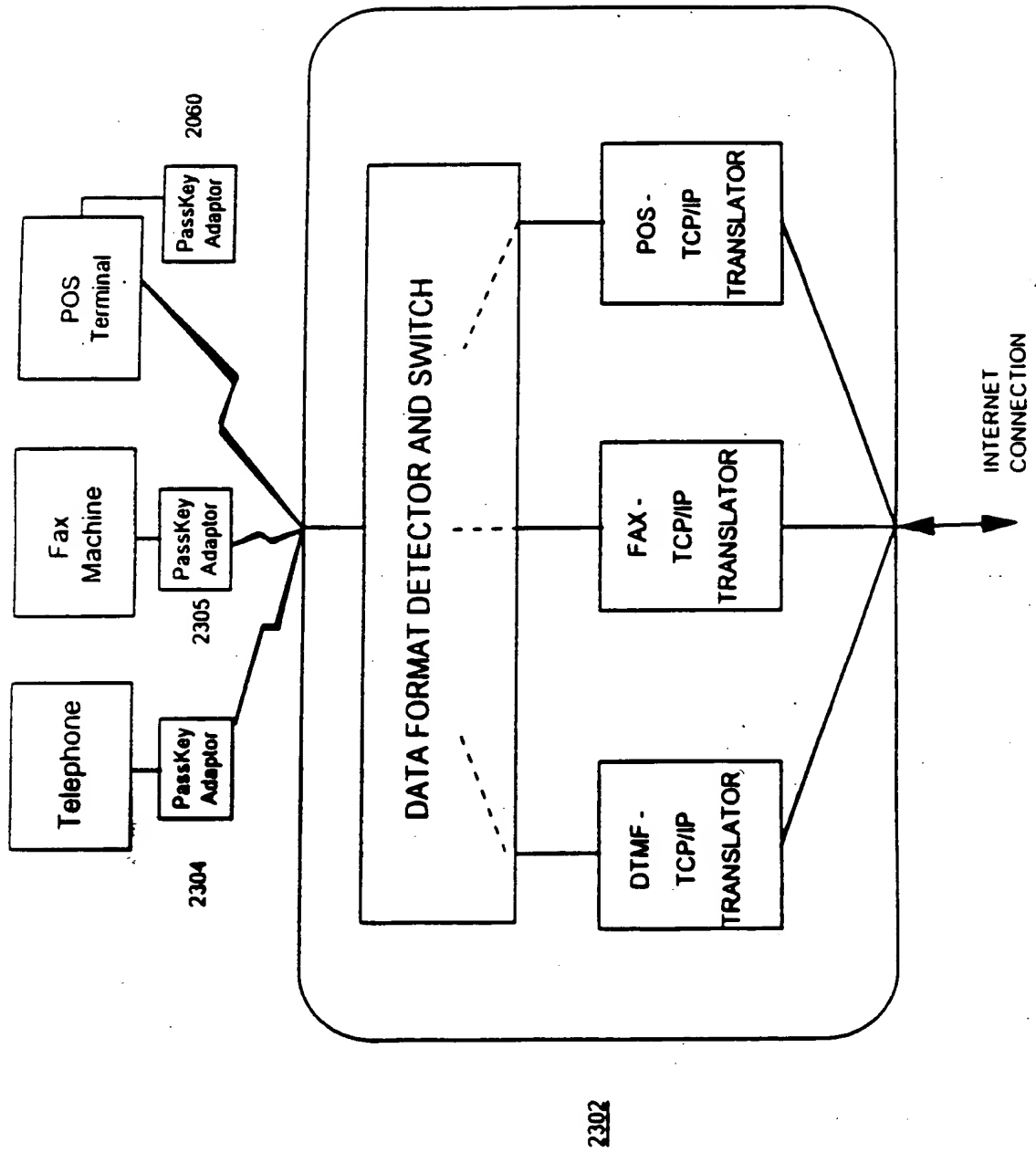


Figure 67

65/69

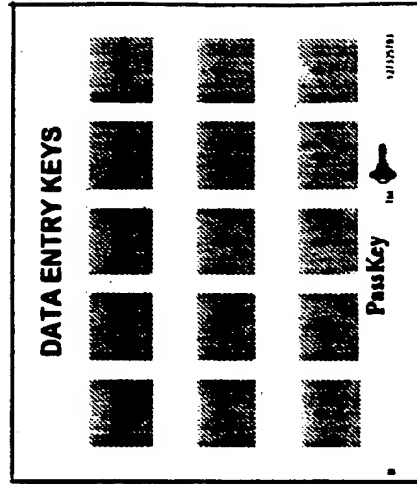
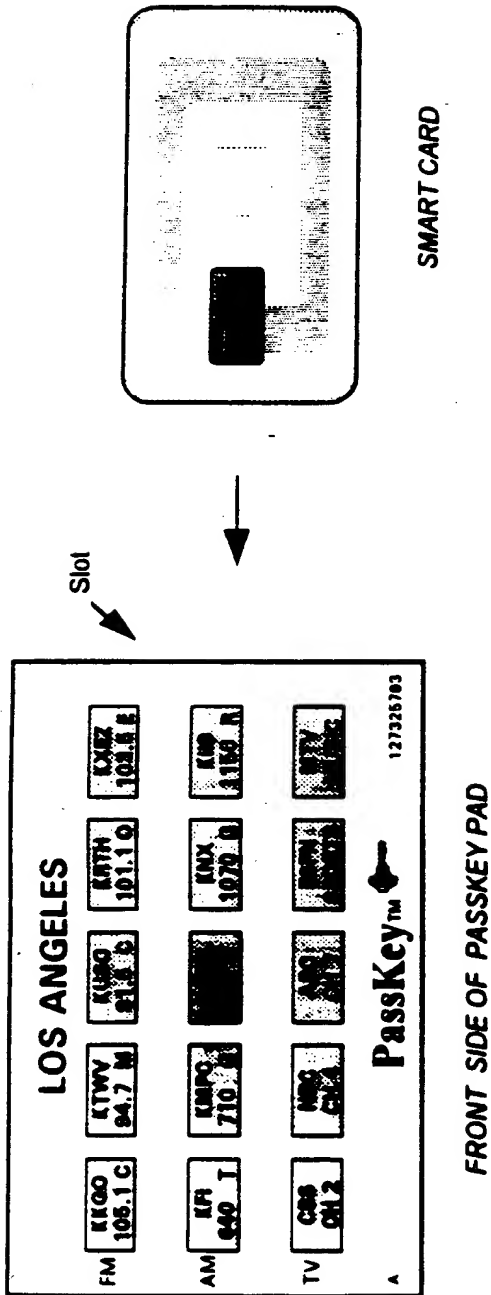
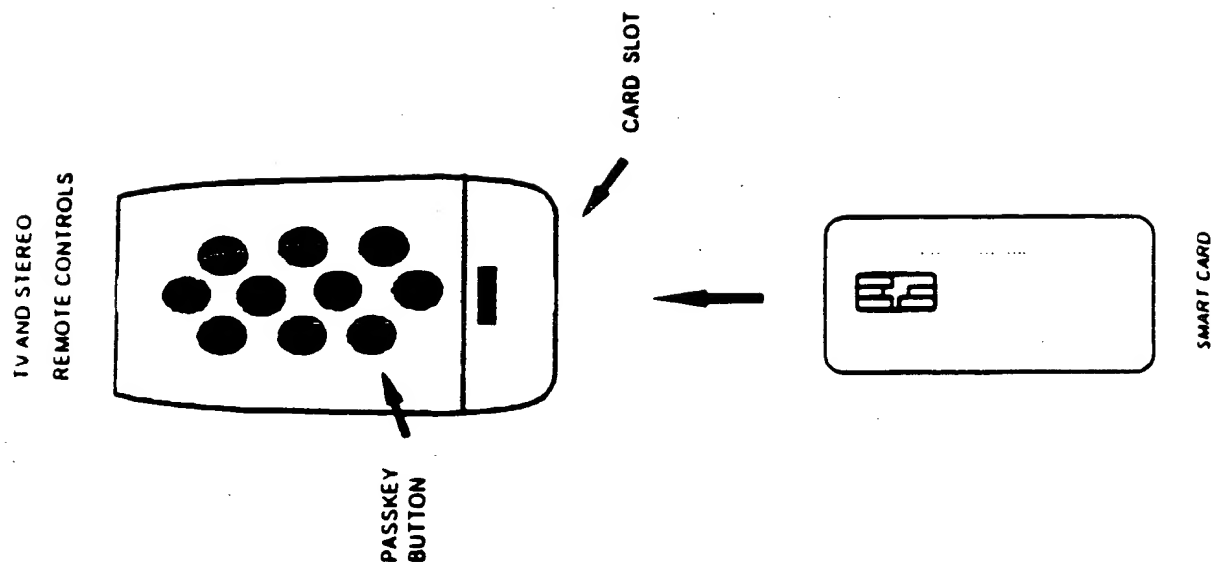


Figure 68

66/69

Figure 69



SUBSTITUTE SHEET (RULE 26)

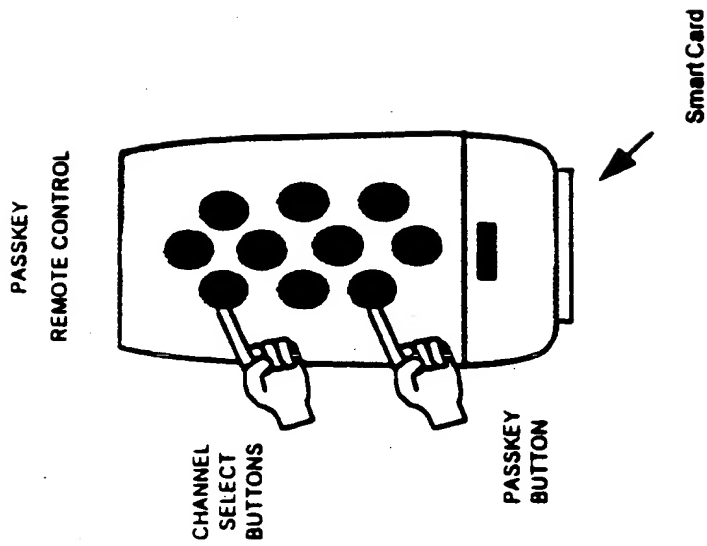
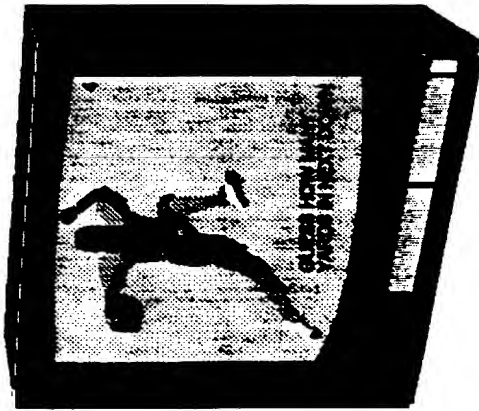


Figure 70

68/69

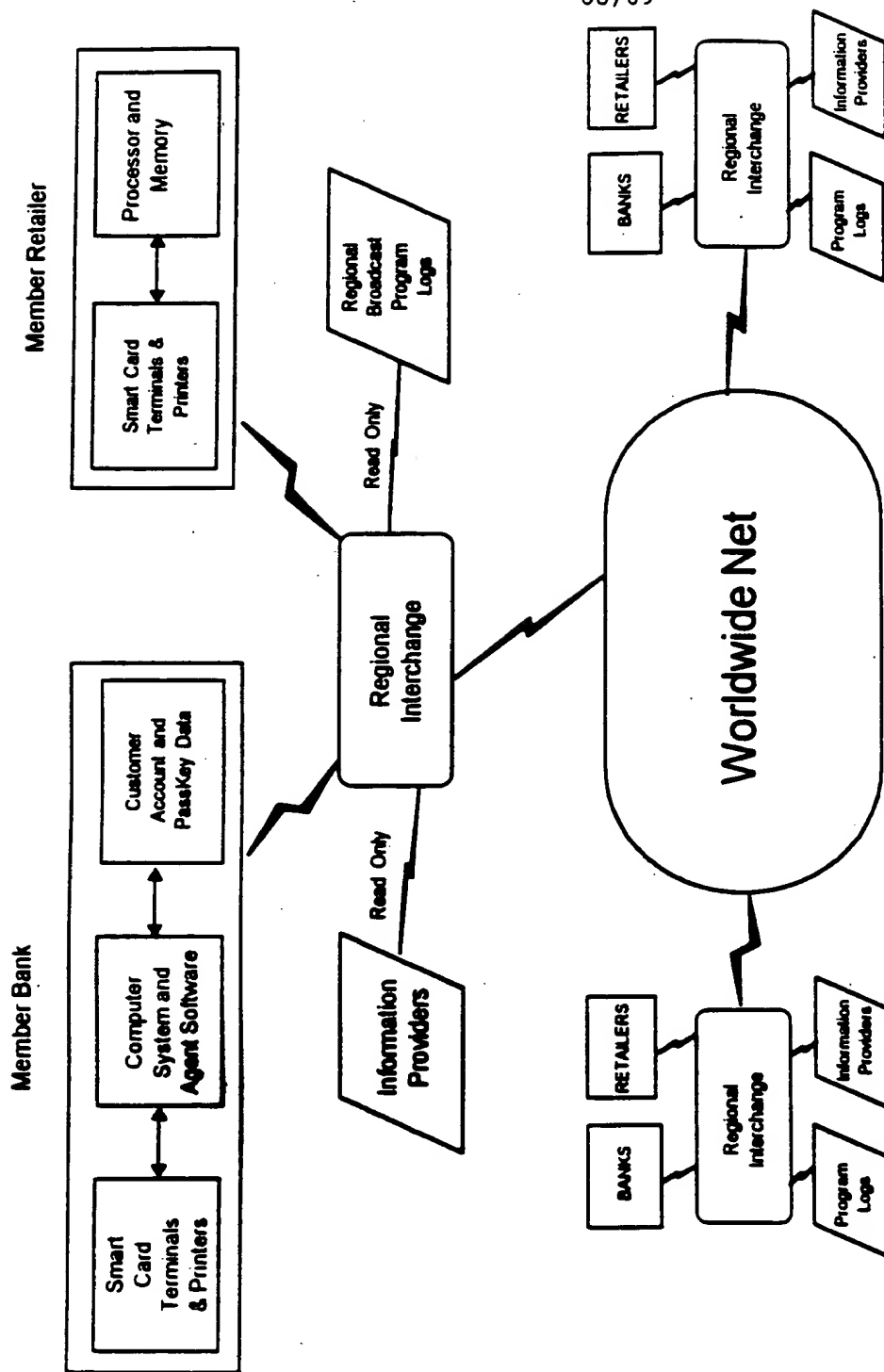


Figure 71

69/69

KNEZ 103.5	\$2.00 DISCOUNT COUPON FOR THIS ALBUM
9/13/94 10:04 AM	Redeem at any
"I CAN'T CRY"	BLACKHUSTER MUSIC
NATALIE COLE	Store
GOOD TO BE BACK	Expires 9/27/94
	PassKey
	7777-46058-2

EXAMPLE OF SONG IDENTIFICATION AND COUPON

KCBS CHANNEL 2	COUPON FOR FREE GIFT
9/20/94 7:42 PM	Redeem at any
Name the Capital of Texas	TOYS R US
AUSTIN	Store
Your Answer:	Expires 10/24/94
AUSTIN	
CORRECT!	

EXAMPLE OF QUIZ RESPONSE

KNBC CH 4	\$500 HAS BEEN ADDED TO YOUR SMART CARD ACCOUNT!!
9/18/94 8:57 PM	
How many yards in the next down?	
9	
Your Answer:	
9	
YOU WON!	
COCA COLA SWEEPSTAKES	

EXAMPLE OF CONTEST RESPONSE